

JOHN BULL



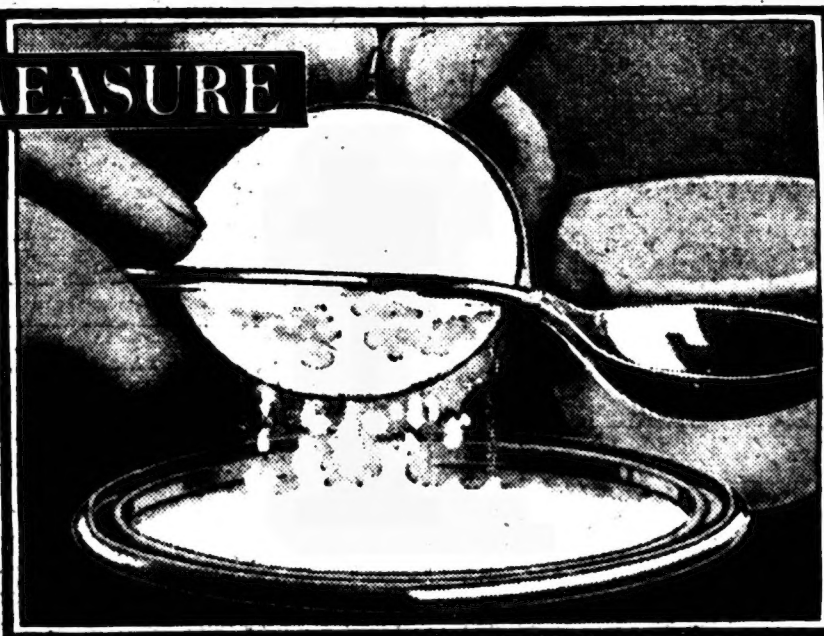
2 great advantages of BIRD'S FAMILY TIN



THE HERMETIC SEALING CAP

It keeps in the wonderful freshness and flavour of Bird's Custard! It safeguards the purity! It means that whenever and wherever you buy this tin, your Bird's Custard is fresh and pure as it left the Works. It means that each Custard you make will cream instantly, and have that soft richness of flavour which makes fruit and puddings doubly delicious.

THE EXACT QUANTITY MEASURE



Clipped inside the lid of every tin of Bird's Custard you will find this exact quantity measure. It enables you to make every Custard perfectly, not too thick, not too thin. It means economy in use. No waste!

BIRD'S OF BIRMINGHAM, MAKERS OF PURE CUSTARD

32' PER MONTH
SUTCLIFFE'S
STORE SHED



DELIVERED on first payment. For storing tools, cycles, built in strong perfect fitting shed, easily the best value! Carriage paid. Roofing felt supplied. Floors extra.

SMALL STORE SHEDS from 30/-
 Long Wide High Cash or 12 payments
 6ft. 4ft. 6ft. 41/10 3/2
 7ft. 6ft. 6ft. 42/10 4/6
 10ft. 7ft. 6ft. 43/10 6/6

Send for **FREE** Portable Building CATALOGUE, 120 pages, lovely illustrations, sheds, pavilions, greenhouses, garages, summer houses, poultry houses, etc.

F. & N. SUTCLIFFE LTD., 62, Wood Top, Healden Bridge, London Showrooms—45-47, Oxford Street, W.1, YORKS.

AIRCRAFT SMASH PROOF WATCH
WARRANTED 10 YEARS



We offer you a 33 1/2 Gem's Watch at the extraordinary reduced price of 9/6 (post 6d.) to advertise our AIRCRAFT SMASH PROOF watches with handsome Chromium plated case scientifically shaped to fit snugly to wrist. Unbreakable glass. Extra superior Swiss Shockproof Lever Movement, fully jewelled or silver dial. Complete with **FREE** GIFT of 7/6 Chromium Mesh Slip-on bracelet. 15-ct. Effect Watch and Bracelet 18/-, post 6d. Ladies' Exhibition Model with opal dial a little larger than thrushy piece, 18/-, post 6d. Money back if dissatisfied.

9/6 POST 6d. FREE!

ANGLO AIRCRAFT WATCH DISTRIBUTORS, (Dept. J.T.1), 57, New Oxford Street, W.C.1.

I AM THE largest direct supplier of the finest GOVERNMENT BUILT Cycles and sell POUNDS CHEAPER by cutting out Agents' profits. Thousands of 1933 models at cut prices. Carriage Paid. An ELECTRIC LAMP, BELL, CARRIER, & REFLECTOR, FREE. SEND A POSTCARD FOR FREE LIST.



O'Brien, 11, COVENTRY

ONLY 4/6 POST FREE
DO YOUR OWN HEMSTITCHING



The British X.L. Hemstitching and Footing Attachment, a great new invention that fits all Sewing Machines. Easily operated. **PAID FOR YOURSELF IN THE MINUTES.** Money back if not satisfied.

"... a wonderful little invention, etc. ..." (extract from "Weldon's Ladies' Journal," April, 1933).

X.L. SUPPLIES (Dept. 22), 17/55, CHANCING CROSS RD., LONDON, W.C.2.

ELLIS'S BIG CUTS IN PRICES



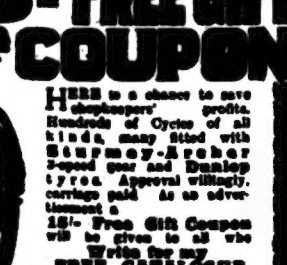
£2:16 Complete

"UNIVERSAL" SHED. On strong framing, covered weather-boards. Roof of T. & G. matchboard and felt. Window to open. Door with lock and key. In sections for easy erection. Size 6ft. x 4ft. 6in. Carriage paid. Wonderful sheds from £1.8.8.

Free Illustrated Catalogue.

G. ELLIS & Co., Page Street, Southampton Road, E.A.

A 15% FREE GIFT COUPON



There is a chance to save 15% on your purchase of all kinds of cycles, many fitted with **Stumpney-Archer** 3-speed gear and Dunlop tyres. Approval villages, carriage paid. As an advertisement a 15% Free Gift Coupon will be given to all who write for my **FREE CATALOGUE**.

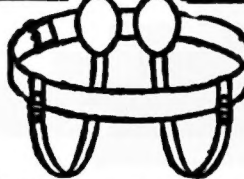
Chas. Robey, 11, COVENTRY

ALL ROUND VALUE
JOHN BULL'S SHOP WINDOW
A SQUARE GUARANTEE
FOR A STRAIGHT LINE



EVERY OFFER COVERED BY MONEY-BACK GUARANTEE ON PAGE 33

10/- SINGLE
15/- DOUBLE



Postage 4d.

These wonderful Rupture Appliances have met with such response that we are going to continue the offer of them. Consisting of a strong elastic body band, fitted with soft unpenetrable rubber pads, velvet covered, they are without doubt the most wonderful appliances on the market to-day. Send your P.O. at once stating size round body, and whether left, right or double rupture.

A Customer writes: "Please send another appliance as before. I have found it the best I have ever had in my 45 years' experience."

Satisfaction guaranteed or money refunded.

LONDON SURGICAL COMPANY (Dept. J.B.7) 22, St. James St., Bedford Row, London, W.C.1

NAIL BITING



Free Booklet sent under plain sealed cover explains how you can easily, quickly and permanently cure yourself (or a child) of this objectionable and health-endangering habit. No aloe, no medicine, no auto-suggestion, no appliance. A former addict writes: "Your treatment is miraculous. Scores of similar genuine testimonials from all over the world. Write for free explanatory booklet NOW, enclosing 1d. stamp for postage."

THE FILTEX TREATMENT (Dept. J.B.8) 186, Shaftesbury Avenue, London, W.C.2

BIG CASH FOR YOU!
EASY SPARE TIME JOB WITH GENEROUS COMMISSION & MONEY PRIZES



A Genuine Offer by a Genuine Firm

NEVER before have you had such an opportunity of making big money for work which you will enjoy doing. Besides your cash earnings you will participate in two Great Money Prize Schemes, giving every Agent an equal chance. Why shouldn't you be one of the lucky winners? Then, every Agent receives a handsome **FREE GIFT** according to the success of his Club.

NOT ONE PENNY OF YOUR OWN MONEY do you send or even risk. We do all the paying out from beginning to end. As soon as you become our Agent you are part of our vast organisation; we back you and equip you with all good quality club stationery and show you how to go about this money-making job. Even if you are inexperienced it doesn't matter. Everybody has to make a start. Just a little enthusiasm and belief in us and you'll quickly find the cash rolling in.

This year's club values are better than ever—prices are keener, and there is a larger selection of goods: Chocolates, Cigarettes, Fancy Goods, Toys, Drapery, Cutlery, etc. Remember we enlisted "John Bull" readers last year for our renowned Christmas Club, and hundreds have already enrolled again. We make no rash promises, sell no trash, and we deliver on time.

Now's the time to get going—don't put it off until to-morrow. Think! It costs you nothing, it commits you to nothing, and you can't fail to put big money in your pocket if you will just follow our advice. Everything's **FREE**, and we'll feel honoured with a postcard asking for details, when we will send you the beautifully art coloured catalogue and all necessary stationery. Write straightaway to—

The Sales Manager,

THE WESTMINSTER NATIONAL SUPPLIES, LTD., 30, Old Swan Lane, Upper Thames Street, LONDON, E.C.4

FREE! A P.C. BRINGS COMPLETE OUTFIT READY FOR YOU TO START AT ONCE

WEAR this BELT and keep SLIM



Avoid doubtful medicines, pills, etc. After reducing weight. Wear the Beasley Reducing Belt-Supporter, and get slim quickly and safely. Slips over hips, instantly adjusting itself to your figure. No straps, lacing or fasteners. Excellent as a general purpose belt for **MEN OR WOMEN**

this garment is made from strong woven elastic webbing. Women's model has four suspenders.

9 in. 4/11 31 in. 5/11
 12 in. 5/11 34 in. 6/11
 14 in. 6/11 36 in. 7/11
 16 in. 7/11 38 in. 8/11
 18 in. 8/11 40 in. 9/11
 20 in. 9/11 42 in. 10/11
 22 in. 10/11 44 in. 11/11
 24 in. 11/11 46 in. 12/11
 26 in. 12/11 48 in. 13/11
 28 in. 13/11 50 in. 14/11
 30 in. 14/11 52 in. 15/11
 32 in. 15/11 54 in. 16/11
 34 in. 16/11 56 in. 17/11
 36 in. 17/11 58 in. 18/11
 38 in. 18/11 60 in. 19/11
 40 in. 19/11 62 in. 20/11
 42 in. 20/11 64 in. 21/11
 44 in. 21/11 66 in. 22/11
 46 in. 22/11 68 in. 23/11
 48 in. 23/11 70 in. 24/11
 50 in. 24/11 72 in. 25/11
 52 in. 25/11 74 in. 26/11
 54 in. 26/11 76 in. 27/11
 56 in. 27/11 78 in. 28/11
 58 in. 28/11 80 in. 29/11
 60 in. 29/11 82 in. 30/11
 62 in. 30/11 84 in. 31/11
 64 in. 31/11 86 in. 32/11
 66 in. 32/11 88 in. 33/11
 68 in. 33/11 90 in. 34/11
 70 in. 34/11 92 in. 35/11
 72 in. 35/11 94 in. 36/11
 74 in. 36/11 96 in. 37/11
 76 in. 37/11 98 in. 38/11
 78 in. 38/11 100 in. 39/11
 80 in. 39/11 102 in. 40/11
 82 in. 40/11 104 in. 41/11
 84 in. 41/11 106 in. 42/11
 86 in. 42/11 108 in. 43/11
 88 in. 43/11 110 in. 44/11
 90 in. 44/11 112 in. 45/11
 92 in. 45/11 114 in. 46/11
 94 in. 46/11 116 in. 47/11
 96 in. 47/11 118 in. 48/11
 98 in. 48/11 120 in. 49/11
 100 in. 49/11 122 in. 50/11
 102 in. 50/11 124 in. 51/11
 104 in. 51/11 126 in. 52/11
 106 in. 52/11 128 in. 53/11
 108 in. 53/11 130 in. 54/11
 110 in. 54/11 132 in. 55/11
 112 in. 55/11 134 in. 56/11
 114 in. 56/11 136 in. 57/11
 116 in. 57/11 138 in. 58/11
 118 in. 58/11 140 in. 59/11
 120 in. 59/11 142 in. 60/11
 122 in. 60/11 144 in. 61/11
 124 in. 61/11 146 in. 62/11
 126 in. 62/11 148 in. 63/11
 128 in. 63/11 150 in. 64/11
 130 in. 64/11 152 in. 65/11
 132 in. 65/11 154 in. 66/11
 134 in. 66/11 156 in. 67/11
 136 in. 67/11 158 in. 68/11
 138 in. 68/11 160 in. 69/11
 140 in. 69/11 162 in. 70/11
 142 in. 70/11 164 in. 71/11
 144 in. 71/11 166 in. 72/11
 146 in. 72/11 168 in. 73/11
 148 in. 73/11 170 in. 74/11
 150 in. 74/11 172 in. 75/11
 152 in. 75/11 174 in. 76/11
 154 in. 76/11 176 in. 77/11
 156 in. 77/11 178 in. 78/11
 158 in. 78/11 180 in. 79/11
 160 in. 79/11 182 in. 80/11
 162 in. 80/11 184 in. 81/11
 164 in. 81/11 186 in. 82/11
 166 in. 82/11 188 in. 83/11
 168 in. 83/11 190 in. 84/11
 170 in. 84/11 192 in. 85/11
 172 in. 85/11 194 in. 86/11
 174 in. 86/11 196 in. 87/11
 176 in. 87/11 198 in. 88/11
 178 in. 88/11 200 in. 89/11
 180 in. 89/11 202 in. 90/11
 182 in. 90/11 204 in. 91/11
 184 in. 91/11 206 in. 92/11
 186 in. 92/11 208 in. 93/11
 188 in. 93/11 210 in. 94/11
 190 in. 94/11 212 in. 95/11
 192 in. 95/11 214 in. 96/11
 194 in. 96/11 216 in. 97/11
 196 in. 97/11 218 in. 98/11
 198 in. 98/11 220 in. 99/11
 200 in. 99/11 222 in. 100/11
 202 in. 100/11 224 in. 101/11
 204 in. 101/11 226 in. 102/11
 206 in. 102/11 228 in. 103/11
 208 in. 103/11 230 in. 104/11
 210 in. 104/11 232 in. 105/11
 212 in. 105/11 234 in. 106/11
 214 in. 106/11 236 in. 107/11
 216 in. 107/11 238 in. 108/11
 218 in. 108/11 240 in. 109/11
 220 in. 109/11 242 in. 110/11
 222 in. 110/11 244 in. 111/11
 224 in. 111/11 246 in. 112/11
 226 in. 112/11 248 in. 113/11
 228 in. 113/11 250 in. 114/11
 230 in. 114/11 252 in. 115/11
 232 in. 115/11 254 in. 116/11
 234 in. 116/11 256 in. 117/11
 236 in. 117/11 258 in. 118/11
 238 in. 118/11 260 in. 119/11
 240 in. 119/11 262 in. 120/11
 242 in. 120/11 264 in. 121/11
 244 in. 121/11 266 in. 122/11
 246 in. 122/11 268 in. 123/11
 248 in. 123/11 270 in. 124/11
 250 in. 124/11 272 in. 125/11
 252 in. 125/11 274 in. 126/11
 254 in. 126/11 276 in. 127/11
 256 in. 127/11 278 in. 128/11
 258 in. 128/11 280 in. 129/11
 260 in. 129/11 282 in. 130/11
 262 in. 130/11 284 in. 131/11
 264 in. 131/11 286 in. 132/11
 266 in. 132/11 288 in. 133/11
 268 in. 133/11 290 in. 134/11
 270 in. 134/11 292 in. 135/11
 272 in. 135/11 294 in. 136/11
 274 in. 136/11 296 in. 137/11
 276 in. 137/11 298 in. 138/11
 278 in. 138/11 300 in. 139/11
 280 in. 139/11 302 in. 140/11
 282 in. 140/11 304 in. 141/11
 284 in. 141/11 306 in. 142/11
 286 in. 142/11 308 in. 143/11
 288 in. 143/11 310 in. 144/11
 290 in. 144/11 312 in. 145/11
 292 in. 145/11 314 in. 146/11
 294 in. 146/11 316 in. 147/11
 296 in. 147/11 318 in. 148/11
 298 in. 148/11 320 in. 149/11
 300 in. 149/11 322 in. 150/11
 302 in. 150/11 324 in. 151/11
 304 in. 151/11 326 in. 152/11
 306 in. 152/11 328 in. 153/11
 308 in. 153/11 330 in. 154/11
 310 in. 154/11 332 in. 155/11
 312 in. 155/11 334 in. 156/11
 314 in. 156/11 336 in. 157/11
 316 in. 157/11 338 in. 158/11
 318 in. 158/11 340 in. 159/11
 320 in. 159/11 342 in. 160/11
 322 in. 160/11 344 in. 161/11
 324 in. 161/11 346 in. 162/11
 326 in. 162/11 348 in. 163/11
 328 in. 163/11 350 in. 164/11
 330 in. 164/11 352 in. 165/11
 332 in. 165/11 354 in. 166/11
 334 in. 166/11 356 in. 167/11
 336 in. 167/11 358 in. 168/11
 338 in. 168/11 360 in. 169/11
 340 in. 169/11 362 in. 170/11
 342 in. 170/11 364 in. 171/11
 344 in. 171/11 366 in. 172/11
 346 in. 172/11 368 in. 173/11
 348 in. 173/11 370 in. 174/11
 350 in. 174/11 372 in. 175/11
 352 in. 175/11 374 in. 176/11
 354 in. 176/11 376 in. 177/11
 356 in. 177/11 378 in. 178/11
 358 in. 178/11 380 in. 179/11
 360 in. 179/11 382 in. 180/11
 362 in. 180/11 384 in. 181/11
 364 in. 181/11 386 in. 182/11
 366 in. 182/11 388 in. 183/11
 368 in. 183/11 390 in. 184/11
 370 in. 184/11 392 in. 185/11
 372 in. 185/11 394 in. 186/11
 374 in. 186/11 396 in. 187/11
 376 in. 187/11 398 in. 188/11
 378 in. 188/11 400 in. 189/11
 380 in. 189/11 402 in. 190/11
 382 in. 190/11 404 in. 191/11
 384 in. 191/11 406 in. 192/11
 386 in. 192/11 408 in. 193/11
 388 in. 193/11 410 in. 194/11
 390 in. 194/11 412 in. 195/11
 392 in. 195/11 414 in. 196/11
 394 in. 196/11 416 in. 197/11
 396 in. 197/11 418 in. 198/11
 398 in. 198/11 420 in. 199/11
 400 in. 199/11 422 in. 200/11
 402 in. 200/11 424 in. 201/11
 404 in. 201/11 426 in. 202/11
 406 in. 202/11 428 in. 203/11
 408 in. 203/11 430 in. 204/11
 410 in. 204/11 432 in. 205/11
 412 in. 205/11 434 in. 206/11
 414 in. 206/11 436 in. 207/11
 416 in. 207/11 438 in. 208/11
 418 in. 208/11 440 in. 209/11
 420 in. 209/11 442 in. 210/11
 422 in. 210/11 444 in. 211/11
 424 in. 211/11 446 in. 212/11
 426 in. 212/11 448 in. 213/11
 428 in. 213/11 450 in. 214/11
 430 in. 214/11 452 in. 215/11
 432 in. 215/11 454 in. 216/11
 434 in. 216/11 456 in. 217/11
 436 in. 217/11 458 in. 218/11
 438 in. 218/11 460 in. 219/11
 440 in. 219/11 462 in. 220/11
 442 in. 220/11 464 in. 221/11
 444 in. 221/11 466 in. 222/11
 446 in. 222/11 468 in. 223/11
 448 in. 223/11 470 in. 224/11
 450 in. 224/11 472 in. 225/11
 452 in. 225/11 474 in. 226/11
 454 in. 226/11 476 in. 227/11
 456 in. 227/11 478 in. 228/11
 458 in. 228/11 480 in. 229/11
 460 in. 229/11 482 in. 230/11
 462 in. 230/11 484 in. 231/11
 464 in. 231/11 486 in. 232/11
 466 in. 232/11 488 in. 233/11
 468 in. 233/11 490 in. 234/11
 470 in. 234/11 492 in. 235/11
 472 in. 235/11 494 in. 236/11
 474 in. 236/11 496 in. 237/11
 476 in. 237/11 498 in. 238/11
 478 in. 238/11 500 in. 239/11
 480 in. 239/11 502 in. 240/11
 482 in. 240/11 504 in. 241/11
 484 in. 241/11 506 in. 242/11
 486 in. 242/11 508 in. 243/11
 488 in. 243/11 510 in. 244/11
 490 in. 244/11 512 in. 245/11
 492 in. 245/11 514 in. 246/11
 494 in. 246/11 516 in. 247/11
 496 in. 247/11 518 in. 248/11
 498 in. 248/11 520 in. 249/11
 500 in. 249/11 522 in. 250/11
 502 in. 250/11 524 in. 251/11
 504 in. 251/11 526 in. 252/11
 506 in. 252/11 528 in. 253/11
 508 in. 253/11 530 in. 254/11
 510 in. 254/11 532 in. 255/11
 512 in. 255/11 534 in. 256/11
 514 in. 256/11 536 in. 257/11
 516 in. 257/11 538 in. 258/11
 518 in. 258/11 540 in. 259/11
 520 in. 259/11 542 in. 260/11
 522 in. 260/11 544 in. 261/11
 524 in. 261/11 546 in. 262/11
 526 in. 262/11 548 in. 263/11
 528 in. 263/11 550 in. 264/11
 530 in. 264/11 552 in. 265/11
 532 in. 265/11 554 in. 266/11
 534 in. 266/11 556 in. 267/11
 536 in. 267/11 558 in. 268/11
 538 in. 268/11 560 in. 269/11
 540 in. 269/11 562 in. 270/11
 542 in. 270/11 564 in. 271/11
 544 in. 271/11 566 in. 272/11
 546 in. 272/11 568 in. 273/11
 548 in. 273/11 570 in. 274/11
 550 in. 274/11 572 in. 275/11
 552 in. 275/11 574 in. 276/11
 554 in. 276/11 576 in. 277/11
 556 in. 277/11 578 in. 278/11
 558 in. 278/11 580 in. 279/11
 560 in. 279/11 582 in. 280/11
 562 in. 280/11 584 in. 281/11
 564 in. 281/11 586 in. 282/11
 566 in. 282/11 588 in. 283/11
 568 in. 283/11 590 in. 284/11
 570 in. 284/11 592 in. 285/11
 572 in. 285/11 594 in. 286/11
 574 in. 286/11 596 in. 287/11
 576 in. 287/11 598 in. 288/11
 578 in. 288/11 600 in. 289/11
 580 in. 289/11 602 in. 290/11
 582 in. 290/11 604 in. 291/11
 584 in. 291/11 606 in. 292/11
 586 in. 292/11 608 in. 293/11
 588 in. 293/11 610 in. 294/11
 590 in. 294/11 612 in. 295/11
 592 in. 295/11 614 in. 296/11
 594 in. 296/11 616 in. 297/11
 596 in. 297/11 618 in. 298/11
 598 in. 298/11 620 in. 299/11
 600 in. 299/11 622 in. 300/11
 602 in. 300/11 624 in. 301/11
 604 in. 301/11 626 in. 302/11
 606 in. 302/11 628 in. 303/11
 608 in. 303/11 630 in. 304/11
 610 in. 304/11 632 in. 305/11
 612 in. 305/11 634 in. 306/11
 614 in. 306/11 636 in. 307/11
 616 in. 307/11 638 in. 308/11
 618 in. 308/11 640 in. 309/11
 620 in. 309/11 642 in. 310/11
 622 in. 310/11 644 in. 311/11
 624 in. 311/11 646 in. 312/11
 626 in. 312/11 648 in. 313/11
 628 in. 313/11 650 in. 314/11
 630 in. 314/11 652 in. 315/11
 632 in. 315/11 654 in. 316/11
 634 in. 316/11 656 in. 317/11
 636 in. 317/11 658 in. 318/11
 638 in. 318/11 660 in. 319/11
 640 in. 319/11 662 in. 320/11
 642 in. 320/11 664 in. 321/11
 644 in. 321/11 666 in. 322/11
 646 in. 322/11 668 in. 323/11
 648 in. 323/11 670 in. 324/11
 650 in. 324/11 672 in. 325/11
 652 in.

HERE is a reduced illustration of this magnificent Pageant of the Century. Produced in heavy covers bound in dark Green Cloth of morocco grain, embossed with gilt title blind embossed design on front. Actual size, 10 in. deep by 7½ in. wide. Weight approximately 3 lb. No advertising matter of any kind appears on the binding or anywhere in the volume.

Do you remember!

How much can you remember of the events, personalities and things described below and illustrated in the composite photograph? These are but a few of the many thousands of wonderful memories which are revived for you in this mighty panorama of the Century.

1. Horse Tram Driver—a figure of Old London
2. Do you remember Lindbergh's flight?
3. H.M.S. Vindictive's gallant "tars"
4. Yachting Costume—What year was that?
5. Tommy—1933!
6. Those Suffragette days
7. The great Tommy Burns
8. The 1914 Wireless Set
9. Ella Shields—the perfect gentleman of 1912
10. Segrave, 1930
11. The wreck of H.M.S. Gladiator—1908
12. Whippet tanks in action
13. The Glasgow rail-plane
14. The original Baby Car
15. The boys in blue—1915
16. An early tractor—1907

YOURS

THE PAGEANT OF THE CENTURY



IF YOU HURRY!

THE MOST AMAZING BOOK EVER COMPILED

A Presentation Copy for every reader of "John Bull"

THIS week, "The Passing Show"—Britain's Brightest Weekly—extends to every reader of "John Bull" an opportunity to secure a magnificent entirely new Presentation—THE PAGEANT OF THE CENTURY—a mighty large-size work of over 700 pages—more than 1,500 amazing photographic illustrations—the most wonderful book ever compiled—the first and only work of its kind to be produced. There's a copy for you if you apply NOW!

This astounding Presentation offer is open to readers of "John Bull" until Monday, June 19, and no application from this announcement will be accepted after that date. Act to-day. Complete the forms below and send them AT ONCE before it is too late!

Nowhere is this astounding work available except through this great Presentation offer. If purchased in the ordinary way this volume could not be obtained for less than £1 1s. 0d.

OVER 1,500 UNFORGETTABLE ILLUSTRATIONS

The outstanding happenings of nearly 33 of the most eventful years in history—from 1900 to the present time—are covered in this great work.

An introduction has been written by H. V. Morton, the great descriptive writer.

With more than 1,500 striking illustrations, reproduced from actual photographs, this amazing book unfolds a vast and colourful panorama of Kings, Queens, soldiers, statesmen, famous personalities; the range of fashions; the pageant of the streets—hansom cabs, horse buses, pavement trades, early motors; the march of science with its incredible discoveries and inventions; the conquests of sea, air and land; the development of weapons of war; explorations; tragedies; the Suffragette Movement; exhibitions—in fact, all the important happenings from 1900 right up to the present time are paraded before you in this stupendous work.

Parents—think of the pleasure you'll have revealing to your children, through this marvellous book, the fads and fancies, crazes and experiments of bygone days—the Merry Widow Hat, the Hobble Skirt, the voluminous bathing costume, the first motor bus, and the like. It is a book every home must have.

One of the outstanding features of this epic work is the section devoted to the World War. The whole terrific vista of 1914-1918 is dealt with by a series of Amazing War Pictures—many of which have never appeared before. Another special feature of this immense work is the impressive series of over twenty double-page panoramic illustrations of the outstanding occurrences of the Twentieth Century.

BOUND FOR LIFETIME SERVICE

This unique volume is produced in heavy stiff covers bound in handsome dark Green Cloth of morocco grain. The title is richly embossed in full gilt on the spine and the volume bears a decorative blind embossed design and panel on the front. The actual size is 10 in. deep by 7½ in. wide, and the weight is approximately 3½ lb.

This is the wonderful Presentation offer made to every reader of "John Bull" by "The Passing Show"—on sale Friday, June 9. There is no catch in this great offer—nothing to pay other than 2/9, which includes packing in carton, insurance, etc., and delivery to your home. You are asked to send no money with the Forms below.

ALL YOU HAVE TO DO

Fill in and post without delay Form "A" below together with the label, to "The Passing Show." On receipt of Form "A," together with label attached and bearing a halfpenny stamp, you will be sent your Presentation Voucher, on which you are asked to affix twelve Tokens cut from the bottom right-hand corners of twelve successive issues of "The Passing Show." As soon as your voucher is despatched to you, arrangements will be made for your Presentation volume to be specially set aside and reserved in your name.

HURRY! NO TIME TO LOSE

Owing to the huge response that will follow this sensational Presentation offer, and to the fact that very special arrangements are required for printing this mammoth work, no applications from this paper can be accepted after Monday, June 19. This is your only opportunity—Seize it NOW. Send in your Reservation Form and label below TO-DAY.

The demand for "The Passing Show" greatly enlarges Summer Presentation Number—on sale Friday, June 9—will be so colossal that you risk missing your copy unless you make sure of it NOW!

YOUR SEALED "SURPRISE"

A wonderful "Sealed Surprise" is in store for every applicant whose Reservation Form is received by not later than first post Monday, June 19. With your Presentation Voucher you will receive a sealed folder which contains full details of a magnificent and extremely generous FREE GIFT. Use the forms below and post them at once!

Mammoth Summer Presentation Number of "Passing Show"

ON SALE, FRIDAY, JUNE 9.
52 PAGES ——— 2d.

AMAZING ANIMAL MAN.

Meet Reuben Castang, the world's greatest Animal Trainer. Master of Jungle Giants. He's tamed and trained every kind of animal. He speaks to them in their own "language"! Captures them unharmed! And now he begins his life story—truth, not fiction—incredible thrills, astounding episodes that will make you gasp!

HERE'S P. C. WREN AGAIN.

Come aboard with McSnort—a great character in a great new series from P. C. Wren's thrill-tipped pen. Will Scott tells a good one too—and so does Rosita Forbes. Gilbert Frankau looks back through the ages.

THE LOVE STORY OF SHEILA KAYE SMITH.

"I'M A COWARD," says J. Murray Smith. But is he? Judge for yourself. "Women must be fat to be famous," says Lady Drummond-Hay—and proves it.

BACHELOR'S PEARL.

A love-story as fascinating as it is unusual, as tense as it is romantic.

A CONTEST WITH A KICK.

Can you Couplet? £200 first prize waiting to be won! 50 cash-plus-camera prizes! All usual features and many more besides.

HURRY! This wonderful 52-page Summer Presentation Number of "The Passing Show"—on sale Friday, June 9, will sell out as soon as it reaches the bookstalls. It's the greatest issue ever produced—52 pages for twopence, and this amazing Presentation. Don't miss it. Tell your newsagent to reserve your copy, NOW!

HURRY! USE THE FORMS BELOW TO-DAY!

Halfpenny
Stamp
must be
firmly affixed
here
by YOU

A POST AT ONCE

Reservation Form.

This Form must be received by "The Passing Show" by not later than

FIRST POST
MONDAY
JUNE 19

TO "The Passing Show" Dept. J.1,
3, Arno St., Long Acro, London, W.C.2.

N.B.—Applicants must complete label on left. Affix halfpenny stamp firmly to space provided—send in label, together with this Reservation Form—give YOUR name and full postal address.

I WISH to apply, in accordance with the conditions of your special offer, for a Presentation Volume, The Pageant of the Century. Please send me by return a SPECIAL VOUCHER on which to qualify for my Presentation volume.

Reader's Name
(State Mr., Mrs., or Miss)

WRITE
CLEARLY
IN
BLOCK
LETTERS

Address

Date

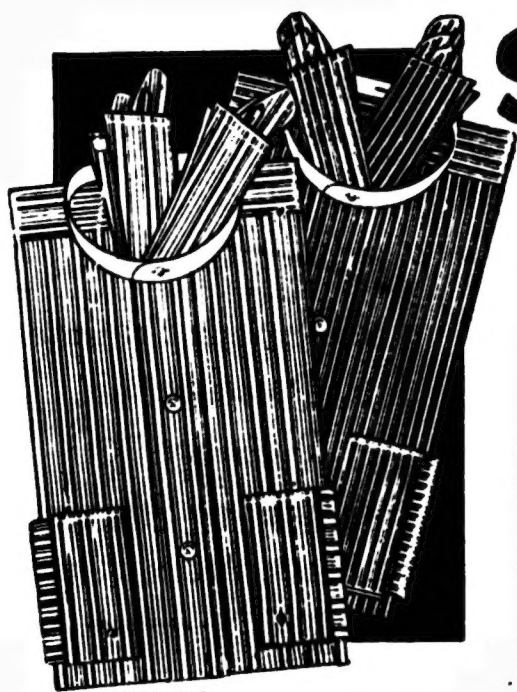
IMPORTANT.—The Pageant of the Century cannot be reserved in your name unless you complete label on left as directed and send it in together with this Form A. You may send this Form together with label in an unsealed envelope bearing a halfpenny stamp. "John Bull," 10/6/33.

Name.....

Full Postal Address.....



Look out for
this cover in
full colours on
the Bookstalls.



PATTERNS
 A. Brown—narrow stripes.
 B. Blue—narrow stripes.
 C. Blue—wide stripes.
 D. Brown—wide stripes.

SHORT TERM OFFER SHIRTS

BRITISH MADE

FINE POPLIN, GUARANTEED FADELESS, WITH TWO COLLARS TO MATCH
 This offer will run until closing date is advertised (Closing Date will not be before August 31st.)

A SHIRT AND 2 COLLARS ARE YOURS FOR ONLY 150 **EMPTY 'CLUBS' FIVES PACKETS**
 (OR 75 FRONT PANELS FROM 10's PACKETS)

When you have collected 150 empty 'CLUBS' fives packets (or 75 tens packets) send them with your name and address. State clearly whether pattern A, B, C or D is required. Also state size of outside collar worn (not neckband).

Available in the following outside collar sizes: **OUTSIDE COLLAR:—14", 14½", 15", 15½", 16", 16½", 17"**
 Send for as many as you like, but each application must be accompanied by 150 empty 'CLUBS' packets. Send your empty packets to: 'CLUBS', Arcadia Works, Hampstead Road, London, N.W.1

BOOTS AND SHOES

LADIES'

MEN'S

BOYS' & YOUTHS'



A PAIR OF LADIES' SHOES
250 **EMPTY 'CLUBS' FIVES PACKETS**
 OR 125 FRONT PANELS FROM 10's PACKETS



A PAIR of MEN'S BOOTS or SHOES
285 **EMPTY 'CLUBS' FIVES PACKETS**
 OR 142 FRONT PANELS FROM 10's PACKETS



A PAIR of BOYS' or YOUTHS' BOOTS or SHOES
260 **EMPTY 'CLUBS' FIVES PACKETS**
 OR 130 FRONT PANELS FROM 10's PACKETS

SEND for illustrated leaflet giving full details of styles and sizes to—
'CLUBS'
 Arcadia Works, Hampstead Road, London, N.W. 1.

CARRERAS'
'CLUBS'
The best 5 for 2^d cigarettes

ABOVE OFFERS EXTENDED FOR AN INDEFINITE PERIOD
 CLOSING DATE WILL BE ADVERTISED BUT WILL NOT BE BEFORE AUG. 31st.

OUR GREATEST OF ALL OFFERS

WILL BE ANNOUNCED TO REGULAR SMOKERS DURING AUGUST

When we make this announcement, names that appear on our lists of applications for articles since any of our offers began **WILL BE GIVEN EXCEPTIONAL ADVANTAGE AND PREFERENCE**, so it will pay you to keep on smoking 'CLUBS,' and to send in for the above offers NOW and get your name on our list.

KEEP ON SAVING YOUR PACKETS FOR THE NEXT OFFER.

'CLUBS' LEAD AND ALWAYS WILL FOR VALUE IN THE 100% PURE VIRGINIA CIGARETTES AND QUALITY OFFERS





THURSDAY,

for week ending Saturday, June 10, 1933. Two-pence. Registered at the G.P.O. as a Newspaper. Postage: Inland and Canada, 1d.; all other parts of the world, 1½d. 93, LONG ACRE, LONDON, W.C.2.

Telephone: TEMPLE BAR 2168.

Telegram: HEROCALITY, LONDON.

Disgusting BOOKS

OUR attention has been drawn by readers of JOHN BULL to two novels which have recently appeared, and which certainly seem to us to call for comment.

We do not intend to advertise these books by naming them or their authors, but both are on sale in most bookshops throughout the country. One of them, indeed, can be obtained over the counter of at least two of the large circulating libraries.

And we do not think that this should be.

What is more amazing still is that this particular book, which bears the imprint of a famous publisher, was actually made the subject of a broadcast eulogy in one of the recent B.B.C. book talks.

This book, the author of which is a woman, contains one of the filthiest passages we have ever seen in print. The writer seems to imagine she is telling a funny story, but we can assure her, if she doesn't know already, that its foulness would revolt even the hardened habitués of the least squeamish bar or smoke-room.

A word appears in this passage the use of which is recognised in all grades of decent society as taboo. The device is used of printing the first and last letters with a dash in between, but the context makes the meaning easy.

In 99,999 homes out of 100,000 in this country if a visitor were to use such an expression in the family he would be shown the door—and rightly, too. Yet this foul-mouthed visitor, in the shape of a novel, creeps into the families of Britain with the approval of the B.B.C.!

The other book, the author of which, we believe, is a young man, offers still another example of the freedom with which disgusting books are published and sold nowadays. From start to finish its theme is homosexuality. It is a tract, in the form of a novel, written in defence of unnatural vice.

FROM beginning to end there is no glimmer in it of natural decency. Male characters talk to one another in the manner of a man and a woman in love, and deplore the fact that homosexuality is a criminal offence in this country because it puts obstacles in the way of their association.

Both these books are fit subjects for the incinerator, but they should not go alone. At least half a dozen other novels recently published should join them there.

Once this kind of thing was limited to certain private presses. It got into the hands only of those who looked for it and asked for it. But now, to judge from the two books we mention, reputable publishers are by no means using the strict scrutiny that one would expect from them as purveyors of fiction for public consumption.



She goes into the library innocently enough . . . little knowing that filth may be inside the book she takes out

There has never been a more dangerous saying than "To the pure all things are pure."

It is not prudery to keep unlicensed freedom of expression in its proper place. It has always been an article of belief that good books have their effect on those who read them. If good, why not bad?

Matters, then, have come to a pretty pass when women and young girls can walk into a bookseller's or library and innocently obtain a book in which unnatural vice is more or less glorified, or in which the foulness of the sewers is held up as cleverness and wit.

The immunity which is now being given to so-called "private presses" is undoubtedly becoming

a grave public danger to morals and manners.

Where once their books were only "sold under the counter" or disposed of through special channels, it is now possible to obtain them anywhere. Within a quarter of an hour's walk of the Home Office there are a half-dozen booksellers whose open shelves display innumerable copies of pornography in "numbered and limited editions."

THERE is an enormous trade now, too, in frank and arrant obscenity, the kind of unmentionable trash whose sale was once confined to the stews of Continental seaports. It flourishes because it is exceedingly profitable, and because the law on obscene publication is easily evaded.

There is nothing to prevent anybody from setting up an establishment to print and purvey pornography, however abominable.

All the law requires is that the entire cost of producing a particular book can be shown to be equally divided among a list of "subscribers," that each copy is numbered, and only sufficient are run off to satisfy the orders of the subscribers.

This list with subscribers' names and addresses must be kept available for police inspection if asked for. As long as the publisher can show on paper that no profit has been made the police can take no action. For example, if a book costs £500 to produce, then the list or balance-sheet shows, say, 250 subscribers who have paid £2 each for a copy.

What many of these publishers do is to run "dead men" on the subscribers' list, thus releasing many copies for sale at enormous prices to the booksellers who handle this kind of thing.

There is only one way in which these dealers in pornography can be caught out, and that is if they send copies through the post to subscribers. The Post Office has its own set of regulations. If it intercepts a parcel containing obscene literature it can take action, through the police, against the sender and, in some cases, the receiver.

A few prosecutions of these private presses, followed by heavy fines or imprisonment, would have a salutary effect not only on them but on the better-known publishers, who may be tempted to "overstep the mark."

As for the B.B.C. and the circulating libraries, while we do not advocate a heavy-handed censorship, we certainly do think, in view of the complaints from our readers, that they should exercise far more care over the books they recommend to the public than they seem to have been doing recently.

Betting Report that will Get Us Nowhere

WE do not think that the long-expected report of the Betting and Lotteries Commission will be taken very seriously by Parliament or the general public.

It will have to be searched very closely in order to find much that can be used as a basis for a practical constructive policy dealing with the problem.

A Puritan document

Quite frankly, it is a Puritan document, and the man-in-the-street is sure to think that its recommendations are coloured by bias.

The truth is that the members of the Commission as a body were not well chosen for the task before them.

Many of them obviously had never been in contact with the realities of the problems, and their "innocence" suggested from the first that their decisions would lead nowhere.

Lost opportunity

Only the narrowest type of "reformer" will pretend to find complete satisfaction in the report when it is genuinely tested for value.

Our view is that any attempt to translate it as it stands into legislation will be a further waste of time.

A splendid opportunity has been lost.

Baldwin's bomb

Clip Death's Wings!

We said that many months ago, and there is every reason to repeat it now that Mr. Baldwin has declared that Britain will continue to insist, at the Disarmament Conference, that aerial bombing should be retained for "police purposes."

A more inopportune and injudicious statement was never made.

His two voices

Mr. Baldwin himself has said that the fate of the Conference hangs on its treatment of air disarmament, and not long ago he uttered a timely warning against the horrors that an air war would bring.

Yet now, when asked if the Government would agree to the demand of other countries that aerial bombing should be outlawed, he curtly replies that the British policy cannot be altered!

Threat to peace

We endorse Mr. A. G. Gardiner's view on another page that this decision is both extraordinary and reckless.

If Mr. Baldwin goes on like this, we hope M.P.s will clip his wings.

If his colleagues in the Government are to blame, let M.P.s tell them that the public will neither forgive nor forget this amazing threat to world peace.

We refuse to believe that we can't police the Empire without the use of such barbarous weapons.

We've done without them before, and can do without them still.

Another honours scandal?

Another Commons bombshell of a different sort was Mr. David Kirkwood's allegation that a prominent Cabinet Minister has secured a big job in Glasgow for a friend so that somebody else may get a title.

The Government spokesman denied information and made no reply when asked to hold an enquiry.

Silence breeds suspicion in these matters. If the Government has nothing to hide it should consent to a searching enquiry to allay public uneasiness.

Life savers' due

Let us wish good luck to Lord Moynihan with his private Bill in the House of Lords which tries to make certain that doctors and hospitals shall be paid for treatment to victims of motor accidents.

If a person is in a motor smash and a doctor travels one mile or half a

Clip Mr. Baldwin's Wings! Honours Charge to Answer



"It's a great pity the King should have been troubled over a matter of this sort," said the chairman. Yes, and stupid as well.

He knows

The week's booby prize goes to the Rev. J. McMillan, of Glasgow.

Not for describing woman as a "creature who sighs like a saint, suffers like a martyr, and loves with the zest of a seraph," but for saying that any assembly that ordains her to the ministry must have a face of brass. And, above all, for declaring that God wants His Church to be kept a man's Church.

Any man who makes a statement like that must have a mind like brass.

Only the Stiggins type of "reformer" will be pleased by the report

dozen miles to save his life the least he is entitled to is his fee.

If a life is worth saving, it's worth a guinea or two to the man who saves it.

Queer pensions law

We weren't surprised that Mr. Bingley, the London stipendiary, was moved to exclaim that "Britain is a funny country."

Before him was a Belgian accused of shoplifting. He came here in 1917—and was now drawing the old-age pension!

We are not so generous in the matter of pensions for our own folk.

Too rich for a pension!

For instance, there is the case of Charles Frederick Holmes, a Knaresborough man who gathers watercress and sells it to make a few honest coppers.

On reaching his seventieth birthday, he applied for the old-age pension. He was refused it because his earnings were assessed at £1 a week, though if watercress were available all the year round he couldn't make more than 10s. a week.

Major Hills, the local M.P., has taken up the matter with the Minister of Health and a fresh claim is now to be made. We should think so, too.

The maddest yet

Then, for sheer crazy heartlessness, go to Northumberland.

The education authorities there have refused to allow a mother, a former teacher, to educate her children at home. They say that the youngsters must travel eight miles on horseback to school each day, or be boarded out if the strain affects their health.

We've recently commented on many such strange edicts of officialdom. This is the silliest of the lot.

Not so easy

And beat this if you can. The Montgomery magistrates, knowing that they are no more infallible than anyone else, decided that they had fined a man too much and so reduced the penalty from £5 to £3.

Easy, you'd think. But they first had to get a pardon from the King for the man said the Home Office!

The sane view

Compare him with the Rector of Wallingford, the Rev. Herman Davson.

Speaking in favour of Sunday cinemas after church hours, Mr. Davson said there was nothing he wanted more than to see churches and chapels filled, but he didn't wish to see his church filled with people who were forced to go there. God, he added, did not set any value on work such as that.

We hope he gets his church filled and that he will enjoy the "pictures" afterwards with his flock.

The way to crime

Another man who is not afraid to speak his mind is Mr. F. B. Dinsdale, the Manchester City magistrate.

Four men, holding responsible positions, appeared before him for theft. The highest wage any one of them received was 35s. a week.

Mr. Dinsdale said bluntly that their firm had helped them into crime. He knows, as we do, that theft will never decrease so long as such scandalous wages exist.

What a difference!

His wisdom is sadly lacking on the Hanley Bench, which has just dealt with two similar cases.

In one, an ice-cream salesman was sent to jail for a month for embezzling £2. He said his wages were 6s. a week and his keep; his employer said they were 12s. Too low, anyhow!

The second man was a well-paid clerk who had been embezzling for years. He was merely bound over.

How can such extraordinary decisions possibly be justified?

Strange

In the dock at Fleetwood appeared George Edward Wilson, who described himself as local secretary of the British Empire Naturalists' Association.

To stop a dog and cat from fighting, he beat the cat so terribly that it had to be destroyed.

He's the strangest sort of naturalist we've ever known—and the worst.

Tragic delay

A boy fell down in a London County Council school at Downham. He was

dazed, in pain, and known to have a weak heart.

An hour elapsed before a doctor was called, and, though the boy was immediately ordered to hospital, another hour went by before he was taken away. He died before he could be operated upon, and not till then were his parents informed of the accident.

The jury thought medical attention should have been obtained much quicker. So did we.

Archbishop, think again!

So the Convocation of York didn't meet because the Archbishop decided that there wasn't sufficient business of importance to be discussed!

We should have thought that the many urgent problems confronting the nation would have provided ample business.

Were the Convocation members afraid to tackle these problems, or is it that they just didn't care?

Propped-up houses

Miners living in houses at East Wemyss, Fifeshire, have had to shore up the wretched hovels with pit-props and cross-beams to save them from caving in!

A batch of them has just been condemned.

The work of miners will always be dangerous, but it's an abominable shame that their houses should be dangerous as well.

Death penalties

Incidentally, a miner's life seems worth only £10.

Anyway, the manager and under-manager of a pit near Rotherham have just been fined that sum each for breaches of the Coal Mines Act. The prosecution arose from an accident in which two men lost their lives.

We know what we'd do with officials who ignored safety regulations—and it would be more unpleasant than a mere fine.

The eternal feminine

Few people will share the amazement of Mr. Pope, the Clerkenwell magistrate, that a woman should come forward to save her husband from jail though she has been separated from him for years.

He doesn't know very much about human nature if he thinks that any decent woman can be entirely callous about the fate of her husband, however much they may have been estranged.

"I suppose this is what they call the eternal feminine," he remarked. It is, fortunately.

Cause and effect

So Lord Trenchard is making a public appeal on behalf of the charities, sports and "amenities" of the police.

We hope the public will respond, for no body of men more deserves a public response to such an appeal.

But charities, sports and amenities might have been slightly better off if there had been no cuts in police pay. The Government economises and the Commissioner passes round the hat. Queer world, isn't it!

Silver Ring

A Silver Ring Racing Syndicate has been established in Liverpool, apparently to sell tips at sixpence each.

We need hardly say that JOHN BULL's racing expert, who writes under the pen name of "Silver Ring," has no connection with this enterprise, and we hope its promoters will speedily change its title.

His deserts

A fortnight ago we told how a girl had lost her life's savings through a swindling rascal who called himself Major do Carteret O'Neill.

This man, whose real name is Drummond, has since been arrested and sent to jail for twelve months.

We are glad our exposure had such a swift result.



£10,000-a-Year MEN

IS anyone worth a salary of £10,000 a year? And how many people are there who are in a position to command such a salary? Such questions as these must have sprung to the lips of many people following the appointment of Lord Ashfield and Mr. Frank Pick, as Chairman and General Manager of the new London Transport Board, at salaries of £12,500 a year and £10,000 a year respectively.

The answer to the first question is, Under present conditions, yes; and to the second, Quite a number.

The man who gets £10,000 a year in modern industry usually has to earn it, and he earns it by the exercise of that rare, though much-discussed quality, organising ability.

Its possessor must have many qualities. He must possess the ability to choose efficient and responsible subordinates, he must be able to delegate authority while keeping the important strings of policy in his own hands, he must above all be able to make quick decisions and abide by them.

But he must possess even more than these qualities. He must have a touch of creative and constructive genius, for you will find that many of the men who are in the happy position of earning £10,000 a year to-day have shown in the past their ability to build up comparatively small concerns into big ones.

In the modern age of industrial rationalisation and giant mergers the quality of administrative ability is more and more required, and there is to-day more demand for the £10,000-a-year man than ever before.

Here are some of the men who are holding such positions, who are making large incomes, not by luck or the fortune of inheritance or out of dividends from investments, but for their services, so to speak, as professional business executives.

"Sphinx" talks—to him!

MOST of them have special knowledge of one particular business, but practically all have the adaptability which would enable them to take over a similar appointment in a different kind of business and fill it just as efficiently.

First let us deal with another member of the London Transport Board, though only a part-time director, for his activities are mainly concentrated in other directions—Mr. P. Ashley Cooper, now Governor of the Hudson Bay Co., the oldest trading company in the world.

Mr. Ashley Cooper is one of those favoured few who possess the confidence of Mr. Montagu Norman, the Governor of the Bank of England, and it was Mr. Norman who nominated him to his present position as Governor of the Hudson Bay Co. when its affairs had got into a state calling for drastic reorganisation.

Mr. Cooper has achieved remarkable success in restoring the company's fortunes.

We find in the way in which he has achieved that success some indication of the qualities necessary for the man who is able to command a salary of £10,000 a year and upwards.

Mr. Cooper is the only Governor of the company in the 260 years of its existence who has personally visited all its trading posts. As a successful administrator must, he determined immediately he took control to obtain personal knowledge of all the workings of the company, and he flew thousands of miles by air in order to make a personal investigation.

He is fifty, and was recently made a director of the Bank of England.

Then there is Sir George Beharrell, Managing

by
Francis Williams,
the financial authority

Director of the Dunlop Rubber Co., and right-hand man of Sir Eric Geddes, Chairman of that concern.

Sir George started his career as a railwayman, and during the war was Assistant Director-General of Transportation in France. Later he went on the Geddes Committee on National Expenditure. He is a brilliant industrial leader and administrator who has done wonders for the Dunlop Rubber Co., and whose only recreation is golf.

The cable man

ANOTHER man of a similar stamp is Mr. W. C. Lusk, the Managing Director of Associated Electric Industries, the biggest electrical combine in the country, which controls companies, including Metropolitan Vickers, British Thomson Houston and Edison Swan, with combined assets of over £15,500,000.

Also in the electrical industry is Mr. M. J. Ralling, who is Joint Managing Director of the General Electric Co., of which Sir Hugo Hirst is Chairman.

Then there is Mr. E. Wilshaw, Chief General Manager of Cables and Wireless, Ltd., the £52,000,000 communications combine.

Mr. Wilshaw has spent forty years in cable companies, and has worked up from the bottom, having started his career as a probationer in the Eastern Telegraph Co. From his office chair he has to control the efficient working of cables which surround practically the whole world and act as the nerve centre of modern international business. To the general public, like so many other £10,000-a-year men, he is hardly even a name, but he holds a predominant position in modern business.

In another huge combine, Imperial Chemical Industries, which, with a capital of £95,000,000, is the biggest industrial organisation in this country, there are several men who receive and earn salaries of £10,000 a year and over. Chief among them is Mr. W. H. Coates, at one time secretary of the combine and now a director. He, too, very rarely appears in the news.

There is Mr. J. B. A. Kessler, right-hand man of Sir Henry Deterding, in control of the huge Royal Dutch Oil combine. Mr. Kessler's name spells immense power in the world-wide empire of oil, but so little concerned is he with public fame that he does not even appear in "Who's Who."

Super shopkeepers

ANOTHER oil man who can command an immense salary at any time is Sir Robert Waley Cohen, now Managing Director of the Shell Transport and Trading Company.

Sir Robert, while he is primarily an authority on the oil industry, is an administrator whose services other companies have been anxious to obtain from time to time. For a period he left the Shell Co. to administer a huge African trading company. Now he is back again at the Shell, wielding immense financial power in an unostentatious way.

But it is not only in the great international combines that the £10,000-a-year men are found. There is, for example, Mr. W. L. Stephenson, head of the British Woolworths, the great six-

penny store company, who has been responsible for the success of these stores in Great Britain.

In the same sort of business are Mr. S. Marks and Mr. I. M. Slegg, who have built up Marks and Spencers, the bazaar company, to a great organisation of 200 shops.

Their success is due to the fact that they are more than shopkeepers. They know industry through and through, and have advised many manufacturing concerns on the way in which they can reorganise their organisation in order to reduce costs and lower the selling price of their goods to a level at which it will come within the 5s. limit of the Marks and Spencers stores.

Returning to the industries again, we get Sir Mark Webster Jenkinson, an accountant who has become finance director of Vickers, the great engineering and shipbuilding concern, and whose job is to keep a close watch on costs and finance generally. He speaks with a pleasant Yorkshire accent, and for recreation writes books on such absorbing subjects as factory costing, the promotion of limited companies and commercial organisation.

A man with a somewhat similar job is Mr. E. L. Paton, Deputy Chairman of the Austin Motor Co., a financial expert, who has also a genius for factory organisation and planning. He concerns himself out of office hours with monetary theories designed to improve the lot of the great majority, and to enable the world to take full advantage of the age of plenty which is now dawning.

Nor must we forget Mr. P. M. Stewart, Controller of the Portland Cement Manufacturers, the great cement combine which controls some seventy companies. Nor Mr. Eric Miller, of Harrison and Crossfield, a firm which acts as secretary to some fifty tea and rubber companies, and is prepared to undertake the management of all sorts of concerns in all parts of the world.

Mr. Miller manages, among other things, and as part of his ordinary daily work, a timber concession in Borneo, saw mills in Southern India, and lead-rolling mills in Colombo.

Shy money-jugglers

OUTSIDE industry proper we have such men as Mr. J. S. Austen, the investment trust expert, who is manager of the Government Stock and Other Securities Investment Co. and adviser-in-chief to all the well-known Lord St. Davids group of investment concerns.

Mr. Austen hates publicity, and has had his photograph taken only once, and that was without his knowledge. When he is not dealing with investments he is running one of the most successful groups of motor transport concerns in the country.

Another investment trust manager, who ranks among the £10,000-a-year men but whose name is hardly known outside the City, is Mr. L. A. Stride, Investment Manager of the Industrial and General Trust.

These are just a few names to show that £10,000-a-year jobs, so far from being an impossibility to-day, are being filled, and filled successfully, by many men of whom the public hears little or nothing.

And big business and finance are still looking out for men with £10,000-a-year abilities. As industry grows more complex, and is conducted on an increasingly large scale, the demand is likely to expand.

Many of the men who hold these posts have started from the bottom, and have reached their present position without influence and by sheer merit and ability.

The road is still open for the junior clerks of to-day.

The WOMEN

WHAT is the mysterious magnetism that has brought white women into the mysteriously whirling orbit of Gandhi and his cause of Indian Nationalism?

It cannot be Gandhi himself—an elderly man with a wife, a grown-up son, a loin-cloth, a shaven head, a skinny frame, one prominent tooth, an appetite which (if it exists at all) he controls at will, a liking for goat's milk, and a habit of imposing on himself long periods of silence.

Is it the mysticism of the East? Is it some strange call from one continent to another? Is it some form of religious urge? Have some unaccountable forces conspired to prove that Kipling lied when he said that "never the twain shall meet"?

Explain it all how you will—the facts are there.

Where's the lure?

Gandhi began his latest fast in the cell of a Poona jail because he thought he should do penance for the life led in India by a beautiful and gay young American woman who had professed herself to be one of his faithful disciples.

A German woman tried to break his resolution by a threat to fast herself because she thought he would not allow her life to be endangered.

An Englishwoman, daughter of a famous and wealthy admiral, a devout and impeccable follower of Gandhi for eight or nine years, still carries on her work for him.

And he was taken from jail to continue his fast in the magnificently appointed bungalow of a vastly rich woman of title.

Four white women of utterly dissimilar types. Where lies the lure?

Take first "The Blue Serpent Goddess." That is what she is known as in India. She is a dashing young American, just over twenty-two years old, a poet's daughter who has packed as much

experience into her twenty-two years as most Bright Young Things do without going to India.

A brunette who, before she was

"The Blue Serpent Goddess" — "All I want is that my old personality of an American girl should die so that the real 'me' may live to serve Gandhi in his service of truth"

ordered to shave her head, used to part her almost black hair down the middle and trail it over her ears until they were completely covered. With deep-set seductive eyes, a full-lipped and passionate mouth, rather broad nostrils. Very jolly, with an attractive laugh—and slightly on the plump side.

"Another Christ"

She used to be known as Nila Cram Cook, and she lived in Greece during some of her girlhood days. She married a Greek, had a baby, and then separated from her husband.

According to her, she began studying the philosophies of the religions of India while she was in Greece, and—"ever since I have longed for release from the bondage of earthly existence. I see my salvation in the teachings of Mahatma Gandhi, whom I regard as another Christ."

So this dashing young woman hurried across to India and things soon began to happen. She dressed in flowing Grecian robes and went about bare-headed and without shoes or stockings.

Not unnaturally she attracted some little attention, but she attracted rather too much when, dressed in Indian costume, she went to a Hindu temple and was nearly the cause of a riot. Worshippers left, services were suspended for twenty-four hours, and a purification ceremony was held.

"The Blue Serpent Goddess" (now known not as Nila Cram Cook, but as Nila Naginidevi) decided to immerse herself in the Ganges on her twenty-second birthday. She chose that date because "the stars would be in unity." Whether they were or not no one knows, but if one is to judge by events they probably were not. Nila's astrology may not be her strong suit.

For some time little was heard of this gay young American mother, who, after her spell in Greece, "longed for release from the bondage of earthly existence."

Confession . . .

Then, recently, *Harijan*, Gandhi's newspaper, announced that she had been recalled from Bangalore for an interview with Gandhi in Yeravda jail. Exactly what took place at this interview has not been disclosed, but the upshot of it was that "The Blue Serpent Goddess" was instructed to shave her head and was sent to the Ashram (seminary).

"Youth will be emotional throughout the world," said *Harijan*, the newspaper. "Hence the necessity for preconceived and deliberate celibacy during study."

The paper added that Nila wrote to Gandhi saying: "Please publish that I have lived an impure life in the past,

have been untrustworthy in worldly dealings, and have sinned under false appearances."

It was further stated that Gandhi, in a prison interview, said: "I told her she had done irreparable damage to the faith she had adopted. She was injuring the cause of Untouchability and corrupting the morals of the youth around her. She returned to Bangalore and drafted her letter of confession."

"Coming under the spell of a vicious man, she fell again, but being neglected by the person who took her she nearly collapsed. I found it impossible to run any risk by accepting a foreign young emotional girl with her black past hardly out of sight, and I therefore sent her to the Ashram at Ahmedabad."

"Past is buried"

So Nila decided to break with her past. She gave her young son to the service of the Untouchables, went repentantly to a small room in the seminary, dressed in white homespun, squatted on the stone floor, and took up sewing.

"Yes," she said, "it's all true. But now I have taken the final step and fear nothing except untruth, deception, and secrecy of any kind. When Gandhi looked through me I had to confess my past, and now I feel no shame or humiliation—my past is buried. All I want is that my old personality of an American girl should die so that the 'real me' may live on as an instrument to serve Gandhi in his service of truth."

Such is the story of how "The Blue Serpent Goddess" sinned and was sent to the seminary.

The other white women who have come under the spell of Gandhism are as different in type, in conduct, and in record as it is possible to imagine. That does not explain, but makes all the deeper the mystery of the magnetism of Gandhism.

There is Dr. Margaret Spiegel, a German-Jewess of high education, who pleaded in vain with Gandhi to abandon his latest fast. She camped on the veranda outside his cell in Yeravda jail, Poona, and stayed there for hours.

She swore she would not let Gandhi run the risk of death because of his fasting, and declared that she would fast herself in order to break down his resolution. "Gandhi cannot let me die," she said. "His doctrine cannot let me. So he must give up the fast."

The Englishwoman

Gandhi ordered her back to the Ashram. She refused to go. Then after a talk with him she expressed her willingness to obey, and said that once more she was his "submissive adopted daughter." Gandhi's comment was: "She has realised that by her actions she was being untrue towards the person she had adopted as a father."

Recent tidings of Dr. Margaret Spiegel were that she had discarded her Indian costume, had donned European dress, and had caught the mail for Madras, where she intended, after all, to carry out her fast. She left a letter for Gandhi asking his forgiveness and saying that she "only abandoned the fasting idea in a moment of girlish weakness."

And now for the most remarkable of all—a woman whom the breath of scandal has never touched, whose motives have never been impugned; a woman of strong character, deep convictions, enormous will-power, unbreakable devotion to the cause she espoused about

A Wonderful Last-Minute Opportunity



One of the delightful colour-plates in the de luxe edition of the "Wonder Encyclopedia for Children"

DURING the next few weeks hosts of delighted children will be opening "The Wonder Encyclopedia for Children"—careering through new wonderlands of learning, searching for information that will help them in their studies, or gazing at the multitude of interesting pictures.

Judging by the enormous demand for it, this great book bids to be the most popular presentation JOHN BULL has ever made to its readers. And to cope with this huge demand extra supplies of both editions, the ordinary and the de luxe, have been ordered.

This arrangement gives every reader a last-minute opportunity to secure the superb de luxe edition, produced in deep blue morocco-grained art leather cloth, and containing a beautiful supplement of whole-page colour-plates as well as a wonderful new game, "Flying Round the World."

All you have to do is to indicate on your presentation voucher, in the space provided, your preference for the de luxe edition.

If you haven't already reserved one, get out your voucher and indicate "De Luxe" now. Then send off your voucher as soon as it is complete.

who follow GANDHI..

Baffling Mystery of his MAGIC SPELL



Mahatma Gandhi. Where lies the mysterious attraction...?

nine years ago, and to which she has devoted herself ever since.

Miss Madeleine Slade is just under forty years old—good-looking, with strong features and a calm, far-away but penetrating look in her eyes. The daughter of the late Rear-Admiral Sir Edmond Slade, who was Commander-in-Chief in the East Indies from 1909 to 1912.

During her young womanhood she moved quietly round and round the circles of society, took part in gaieties without being gay, became well known as a charming but rather quiet and studious personality. A good dancer, and fond of music and the theatre.

She travelled widely and knew all the capitals of Europe. She was always delightfully dressed, but she read as few young women read either then or now. And she read Romain Rolland, the French pacifist. That was how she

learned about Gandhi and his movement.

Not suddenly, but after much meditation, she determined to learn more, and so she wrote to the Mahatma, having already decided to devote her life to the service of his cause if he would allow her to do so.

Birth of Mira Bai

Weeks went by, weeks of silence. Mailboat after mailboat steamed in, but there was no word from Gandhi.

And then, one day, came the letter that changed the whole course of her life. The Mahatma expressed his willingness to admit her.

Relatives and friends tried in vain to

dissuade her, but this young society woman was adamant, and having arranged her affairs, she left the glitter and the luxury and the friendships

to which she had been accustomed and sailed for India in 1925 to become a worker in Gandhi's "refuge."

The hotels, the theatres, the concert halls and the salons gave place to a mode of life little above that of an Indian peasant. She took the name of Mira Bai, trained, followed a strict discipline, learned to weave and to spin, and soon she had to take the greatest decision that any woman can take.

There is a choice of two vows for a disciple of Gandhi. The first is that of celibacy for a given period. At the end of that period the vow may be abandoned and marriage may take place if desired. The other vow may never be broken.

A year after Madeleine Slade became Mira Bai she took the vow of mental and physical celibacy for life.

She lives in a little hut, gets up for prayer at four o'clock in the morning, bathes in the holy river, spins or does other work all day long, sleeps in a cot without spring or mattress, goes barefoot and wears a wrap of her own hand-made cotton.

She has had thousands of letters urging her to return to England, but she

remains steadfast, and scores of thousands of Indians love and revere her.

"God has given me to Gandhi and his country," she says. "I am in a very happy and peaceful frame of mind and I have felt absolutely no desire to return to my old life or to abandon the one I have chosen."

Unsolved riddle

So this idealist, who broke from home and all the things to which she had been accustomed to take up a life of poverty, work and self-denial, continues to devote her life to the cause of the emaciated fanatic, who only a short time ago was taken from the Poona jail to be cared for in the beautifully appointed home of Lady Thackersey.

Where lies the mysterious attraction that baffles the great bulk of Western thought? The self-starved Gandhi, the great masses of the Untouchables, the suffering rather than the glamour of the East, and a little group of white women utterly at variance in type, in appearance, in outlook, in thought and in experience.

Who can say why? But there it is.

Homely Wisdom by Canon R. J. Campbell, D.D.

LIFE is hard for persons both young and old who are stricken in their affections without hope of remedy. Very seldom is the wound incurable, but it sometimes is. There are some natures so tenacious in the love they give to husband or wife, lover, friend or child that they never get over the shock of having it unrequited or betrayed.

It is not always the extremely sensitive or highly strung man or woman who remains most loyal to the memory of a tender fellowship that has come to an end.

Inconceivable grief at a graveside may be quickly forgotten, while silent, tearless sorrow goes uncomfirmed for the rest of life. Yet the former may be as intense as the latter while it lasts and lead occasionally to desperate courses. It is deeply sincere. One can never tell how much a bereaved heart can bear.

It is the schisms in life that are the hardest to endure: death is not half so dreadful as the cruel behaviour of one upon whom we have bestowed all we had to give of our soul's treasure.

There are some gulfs that are never bridged when once cloven between hearts that have loved each other dearly and trusted each other without reserve. I

know of nothing more irrevocable than this kind of loss of confidence, the scorching knowledge that affection once alienated is not to be repossessed in its former purity.

You may patch up an understanding and maintain all the outward forms of former friendly intercourse, but it is not the same thing.

Think of the pain of parents caused by the undutifulness of the young. There is plenty of it, and it is not always caused by the young claiming a freedom from restraint which the parents in their narrowness and unwisdom are unwilling to concede.

Think of the cross purposes that can exist between two well-meaning people, each fond of the other, but somehow unable to avoid irritating the other. Think of the hard things hastily said and never forgotten, things that rankle and fester in the memory like a running sore, keeping souls apart that ought to be together.

Think of the stupid pride and constraint that seal the lips when a tender word is struggling to be spoken and never gets spoken. Think of the secret pain

endured by one who believes another unrepentant or unforgiving, when all the time there only needs a simple acknowledgment of the truth to set everything right—and by the truth I do not mean self-justification or argument or elaborate explanations.

Usually these are best buried in silence and oblivion. The one thing needful is the spontaneous and natural expression of loving-kindness.

Sometimes love bursts all barriers and overflows all misunderstandings like a shining flood. Why not always? Action is often better than speech in putting right a wrong or sweeping away a prejudice.

A handclasp, a pair of arms flung round a dear one's neck, a gentle gesture in relief of physical pain, is often more eloquent than a torrent of words and reveals more of the real feeling of him or her whose action it is.

Oh, aching hearts everywhere, make haste to tear down the barriers that shut you off from those about you. Tear them down wherever you can and at any cost to what you think to be your rights. There is sorrow enough in the world without allowing any to remain that you can cure.



"God has given me to Gandhi and his country"—
Madeleine Slade,
the Englishwoman
who has become
Mira Bai

The BIG LESSON for ETON

DEAR HEADMASTER.—Well, your new job is to be the new headmaster of a school which once you attended as a boy. I wish you luck. But don't think you'll find it easy to teach Eton anything new.

It was Dr. Alington, whom you succeed, who created a terrible fuss when, in order to help the National Government, he tried to stop the boys from wearing coloured waistcoats on the Fourth. They liked wearing coloured waistcoats. The Doctor thought it was a waste of money—and, after a regular schemozzle, he got his own way.

His predecessor, Dr. Lyttelton, was even more revolutionary. He had views on health. So, seeing that the boys wore white shirts with low stiff collars, he ordered that the shirts should be made of a cellular material, which would be more healthy. There was a devil of a row. But he won. The boys wear them to this day.

Eton takes itself very, very seriously.

I remember, a few years ago, I heard, at a "smoker," a song written by a friend and called "Eton Boys." It poked mild fun at the school. I sensed a "winner." Jack Hylton, at my suggestion, made it into a record. A song publisher accepted it. Money was paid over. Then, something secret happened. The records did not reach the public. The song was not published.

Now, if a working-class institution had been made the subject of a comic song, it would have had to see the humour of it. But, no, not Eton!

Our public school system has, like all things, its virtues and its defects. Eton and the other so-called centres of learning have turned out, in the past, thousands of youths who, afterwards, served their country splendidly, administering large tracts of land overseas with justice and discretion, filling high places in

Whitehall, and making the wheels of government go round.

But you, in your new job, face the fact that these jobs are disappearing. The Empire is beginning to run itself. Young men from the "lower classes" are winning, by merit, high places in the Civil Service. What will your boys do? Unemployment will be a problem, one day, for many of them. But they have not learned that yet. They do not realise how "class" is disappearing, how there is going on, not only levelling up, but levelling down. It's a lesson you should teach them.

I do not quite see what half your boys will do for a living in the future. Trenchard is trying to get, for them, the best jobs in the police force. Now and then, they make rather good gossip writers. There is always, of course, the "pictures."

But, at school, boys do not worry overmuch about the future. Perhaps they are wise. One day, it will worry about them.

Meanwhile, they still yearn to enter "Pop," the most exclusive club in England which, as you know, has only thirty members or so. You are used to the idea. But my readers must wonder why, when Civilisation is toppling, the boys belonging to this self-elected body enjoy wearing sealing-wax on their hats, just to show you how important they are, and putting sealing-wax on their school books, so that no one will dare to steal them.



Henry VI, who founded Eton, was a poor gump of a king, a simple cheese who was carried about England by whichever side captured him in battle.

Hannen Swaffer's
Open Letter to
ETON'S NEW
HEADMASTER
(Mr. C. A. Elliott)

But, at least, he did found, next door to Windsor, a school that was to become the most famous of its kind in the world. I suppose he meant it for the poor. It was not necessary for the rich.

Although there are still scholarships for poor boys, I believe, it is now, oh, so very exclusive.

We are apt to laugh at its Wall Game. We forget that we should laugh at Rugby football, too, had not the world copied it from Rugby School.

We are apt to smile at the seriousness of the Eton-Harrow match, with its top-hatted boys, and its topper smashing, its cornflower buttonholes, worn by Harrow, and its carnations, dyed pale blue, sported by Eton, in rivalry.

But that is the more humorous side. "Eton" is a tradition of which any man might be proud. It has a democracy of its own. Rank, and money, mean little to the boys who, in its historic walls, acquire less book-learning than they would in a school on the Continent, but who are imbued, instead, with a considerable sense of responsibility.

They say that the Battle of Waterloo was won on the playfields of Eton. I thought it was won by the raw levies from Sussex, who stood firm against Napoleon's guards.

What boys should be taught, nowadays, is not how Waterloos can be won, but how they can be avoided.

You could not "reform" Eton, even if you had ideas of that kind. The only way to do that would be to burn it down. Then burn its beauties, and its stupidities would disappear at the same time.

Hannen Swaffer

CANDID COMMUNICATIONS

The ARCHBISHOP of CANTERBURY
Lambeth Palace, London, S.E.

YOUR GRACE—I am not surprised that you very often receive letters suggesting that the Ecclesiastical Commissioners are bad landlords.

"This falsehood," you say, "is circulated over and over again in relation to a particular district in Paddington." Well, that district has been described by the Bishop of London as "ghastly," and as "perfectly shocking" by the Rural Dean of Paddington.

True, this property is let on a long lease by the Commissioners. But have they ever made any effort to get its disgusting conditions improved?

JOHN BULL.

Mr. TOM SMITH, M.P.,

Normanton, Yorkshire

DEAR TOM—Though you have only just taken your seat in Parliament, you have been admirably quick to attack a long-standing disgrace.

The Post Office, you point out, employs more than 13,000 auxiliary postmen, who get only 25s. or 26s. for what is often a working week of sixty hours.

You are demanding a fair deal for these men, and I hope you'll keep on pegging away until the P.M.G. agrees to give it.

JOHN BULL.

MINISTER OF PENSIONS: You are not aware, you say, that very great dissatisfaction is felt by the public at the administration of your Dept. Drop in one day and look at my post-bag—then you'll quickly change your mind.—
JOHN BULL.

Mr. RONALD STOKES,
Doncaster

DEAR STOKES—When Yorkshire grit was necessary the other day to avert calamity, you were quick to provide it. A runaway oil-drum that had fallen

from a blazing lorry was rolling downhill, a peril to everything before it, but you jumped from your cycle and stopped it. Not without accident, for the drum exploded and you are now in hospital, seriously injured.

But I hope you are happy in the knowledge of duty well done.

JOHN BULL.

Colonel INNES WARE,
York District Coroner

DEAR COLONEL—Weren't you going a bit too far in rebuking a journalist who attended your court dressed in plus fours and soft shirt?

Long years have passed since it was thought that a reporter could show respect to a court only by appearing in top hat and frock-coat, but perhaps you would like to put the clock back.

Anyway, I advise you to drop this orderly-room stuff.

JOHN BULL.

ARNOLD CLARKE,
Kiveton Park, near Sheffield

PEEPING TOM—You climbed along the footboard of a moving train to spy on a man and girl in the next compartment, for which you have been fined £2.

That was cheap, but I hope your public disgrace will teach you to mend your manners.

Risk your life if you must—but not to satisfy your foolish and impudent curiosity.

JOHN BULL.

The CHAIRMAN,
Mitcham Urban Council

DEAR SIR—More than two months after the disastrous factory explosion at Mitcham many families are still living amid the ruins of their houses. Others are temporarily sheltered in a school.

A councillor says the delay in repair-

ing the wrecked houses is due to the number of interests involved.

Aren't the interests of the tenants above all others? In humanity's name, get a move on!

JOHN BULL.

BERNARD MULHOLLAND,
Charles Street, Derby

IMPOSTOR—You were aged only ten in 1914, but a policeman noticed the other day that you were wearing the ribbon of the Mons Star and other decorations while delivering ex-Servicemen's leaflets.

I'm not surprised that you were too ashamed, apparently, to appear in court to answer a summons, but your artful trick should have been punished by a heavier fine than 10s.

JOHN BULL.

HENRY COOPER,
Burslem, Staffs

COOPER—When you married, at an early age, you probably thought yourself a manly young fellow. Now, though only twenty, you have been accused of striking your baby because it was crying, and when your wife intervened you attacked her also.

She has been granted a separation order. I consider you young enough to be thrashed—and I should like to administer the thrashing myself.

JOHN BULL.

Mrs. STEWART,
Avondale Avenue, Finchley

DEAR MADAM—If only all householders had your pluck and presence of mind we should hear less about the modern bandit.

For when two men gained entrance by posing as detectives and one attacked you with a spanner, you seized a poker and valiantly laid about you. Then your

dog joined the fray and severely bit the other intruder.

Both men took to their heels. And I wager they won't bother you in future!

JOHN BULL.

Lady MOWBRAY AND STOURTON,
Knaresborough, Yorkshire

DEAR MADAM—I am delighted to find you a practical believer in sane Sundays.

Early this year the boating rights on the River Wharfe at Otley were let by the local council on a six-day week basis. Now you, as one of the owners, have retorted that the lease will not be renewed unless Sunday boating is allowed.

If your decision compels the council to lift its ban, the thanks of all broad-minded people will be yours.

JOHN BULL.

Professor W. P. PATERSON,
Edinburgh University

LEARNED SIR—When it was urged on the Assembly of the Church of Scotland that the Church should raise its voice against war, you jumped up to oppose.

"It would be tantamount," you said, "to the abandonment by the Church of Scotland of its traditional attitude on the subject and the identification of the national Church with the Quaker position."

Would that be so very awful? Worse, for instance, than another world blood-bath?

JOHN BULL.

Mr. TOM BURKE,
London, W.

DEAR TOM—From pit-boy you rose to be one of our greatest opera singers. Now you have turned grocer and taken charge of a chain of Lancashire shops because, you say, grand opera has been killed by jazz.

I admire your courage in facing changed conditions and not letting them beat you.

JOHN BULL.

Asks A. G. GARDINER:

WHO is governing the country at the present time?

The question is not a rhetorical one, nor is it an academic one. It is a practical and urgent one.

How practical and urgent may be indicated by a simple test: How many days has the Prime Minister been present in the House of Commons since the National Government, of which he is the titular head, came into office?

I do not know the answer, but no one, I think, will question the fact that Mr. MacDonald has established a record as the Absentee Prime Minister. The visits of angels, we are told, are "few and far between," and in that respect Mr. MacDonald's connection with the House of Commons is certainly angelic.

For a long time he was away altogether for reasons of health, with which we all sympathised. Sometimes he has been on the Continent on affairs which required his attendance, sometimes in America, more often his foot has been on his native heath in the far north of Scotland.

It is not merely that he is frequently absent from Parliament: he is absent from London. Of course, his secretaries are with him and his despatch boxes follow him. Of course, also, there is the telephone and the modern conveniences for rapid communication.

"Not present"

But these conveniences should not make it more necessary to go away. It should make it more unnecessary to go away. One can speak on a telephone at least as effectively from London as from Lissiemouth, and it is absurd to suppose that the business of a Government can be conducted as efficiently from a Scotch fishing village as from Westminster.

Take the experience of the last three weeks. During this time Mr. MacDonald has been the best part of a thousand miles from the centre of affairs. Parliament has, except for a brief respite at Whitsuntide, been in session, and the gravest matters have been under discussion. He has had no share in them. Cabinet meetings have been held to take momentous decisions, but he has not been there to exercise the authority of the head of the Government.

Two matters of world importance in which the action of this country is vital have been in the balance. One is the question of the next instalment of the

debt to America, which is due on Wednesday of next week. Is it to be paid or is it not to be paid? Our relations with America and the fate of the World Economic Conference which opens on Monday largely depend upon what we decide. We must suppose that the Cabinet is considering that question daily, but the chief of the Cabinet has had no part in the discussions.

Even more serious in its ultimate consequences is the extraordinary decision taken by the Cabinet last week in regard to the use of air-bombs. If one country more than another has reason to want the devilries of the air to be abolished it is this country. Not six months ago Mr. Baldwin delivered a hair-raising speech on the horrors that would descend upon humanity if bombing were not forbidden by the Disarmament Conference.

Yet when at last it seemed that every nation had been brought to agree to the abolition of military aviation we threaten to wreck the whole scheme by obstinately refusing to give up bombing as a means of keeping warlike tribes in order. We are prepared to legalise the bombing of London rather than sacrifice the right to bomb a mob of Afghan or Arab raiders!

Who is it, I repeat, who is governing us? Who is it who is guilty of this reckless threat to torpedo disarmament? It is understood that Sir John Simon, who next to Mr. MacDonald should be the most important member of the Ministry, was acutely opposed to the policy of the Cabinet. It is even suggested that he contemplated resignation rather than agree to it.

Mysterious Cabinet

If he remains he ought to remain only for one purpose—that is, to prevent this crime against humanity being consummated.

I have criticised the part which Sir John has played at the Foreign Office in the past, especially in relation to Manchuria, and I have nothing to withdraw from what I have said. But in justice

WHO RUNS the SHOW?



Mr. Baldwin stands on the Premier's doorstep. But who is really king of the Downing Street castle?

to him, tribute must be paid to the work he has done in the Disarmament Conference, where his legal genius has been of invaluable service in bringing all the nations into the orbit of the British disarmament plan, now so gravely endangered by whoever it is who, in this mysterious Cabinet, really governs us.

And this brings me back to the Prime Minister. Obviously he cannot be a consenting party to the policy which threatens to perpetuate the horrors of bombing. In this matter he must of course share the view of Sir John Simon. But he was far away while this capital issue was being decided in the Cabinet, and we may assume that, whatever opinion he expressed over the telephone, it was ignored in the decision that was taken. Is it conceivable that if he had been present to support his Foreign Minister his authority would not have been sufficient to avert this blunder?

It is natural that the public should be disturbed at a course of events which seems to be reducing the office of Prime Minister to that of a merely ornamental functionary whose presence in Parliament or the Cabinet when great issues are afoot is a matter of no consequence.

It is tempted to ask whether these frequent absences are merely accidental or whether they indicate a state of affairs within the Government which can only be prevented from developing into an open rupture by the Prime Minister going periodically into a sort of cold storage. Is, for example, Mr.

MacDonald's absence from the scene during the critical events of the fortnight wholly unconnected with the inconvenient episode of the tax on the co-operative stores' reserves?

It is obvious, of course, that the Conservatives have Mr. MacDonald very much "in chancery." He is not his "own man," any more than Sir John Simon is his "own man." Neither has a Party in the country whose backing gives him strength in the Government or whose votes are an important factor at an election Mr. MacDonald is extremely unlikely to sit in another Parliament, and Sir John Simon will only sit in another Parliament by virtue of Conservative votes.

Not from the B.B.C.—Mr. A. T. Hasler, of the International Bridge League, on—

A Game for Supermen

TELL me not in idle chatter,
Woman is the peer of Man;
In the things that Really Matter,
She is but an also-ran.

These days, on a jury panel
She is called to take her place;
Sometimes, too, she swims the Channel,
Flies a plane or wins a race.

Doubtless, when it comes to tennis,
She can play a hefty game,
And at golf she's proved a menace
To the laurels Man would claim.

Let us not, however, send up
Rockets, and begin to cheer,
Thinking she can keep her end up
In a more exacting sphere.

Rather should she own with meekness
What to all the world is plain:
First-class Bridge reveals her weakness—
Only he-men stand its strain!

I have been attacked because women are not allowed to take part in the International Bridge League tournament, of which I am director, and my view that women cannot survive the rigours of a first-class tournament has been challenged.

Male experts, however, have hastened to my support. Mr. St. John Ingram asserts that women players lack the pluck to go out for legitimate risks, and another expert expresses the view that women are

"too prone to hysterics for important play."

My own attitude has been influenced by the fact that when two women were allowed to compete in an international tournament in Holland, one of them celebrated the occasion by going into hysterics.

Those who have had the privilege of witnessing a first-class Bridge battle will know that its solemnity is such that, by comparison, a meeting of the League of Nations resembles "Crazy month" at the Palladium. In such an atmosphere an hysterical woman would be as embarrassing as a hungry tiger at a vegetarian congress.

Indeed, it is impossible to think without several shudders of the progressive degeneration which would probably be revealed by women competitors.

A jump overall might be followed by an exchange of insults in half a dozen languages, and, as the strain increased, we might witness the hysterical doubling of no-trump bids to an accompaniment of shrill screams and the hurling of cards in all directions.

In guerrilla warfare in the suburbs, when the issue has involved a penny or even tuppence a hundred, women Bridge players have fought bravely

and tenaciously; but they have not yet developed the grit and stamina, the facial immobility, and, most of all, the powers of physical endurance which are called for not only from players, but even from spectators at an international tournament.

A tournament Bridge player's something apart;

Of pluck and perception alike he's a paragon,
Keenness of intellect, stoutness of heart,
Manners befitting a grandee of Arragon,
Physical soundness and mental agility,
Brain of an Einstein keyed up to its best,

Bernard Shaw's quickness and Baldwin's tranquillity—
Of all these virtues must he be possessed!

If there's a woman who boasts of the pluck

That Amy revealed when she flew to Australia,
Spartan endurance, a Chinaman's luck,
Nancy's vivacity and, *inter alia*,
Isn't addicted to nerves or hysteria,

Doesn't mind losing and doesn't forget
What suit is trumps when the strain
Starts to weary her—

Tournament status she may attain yet!

Phantom Premier

These considerations weigh heavy upon them and cripple their freedom of action. Their only weapon of offence or defence is the threat of resignation, and the value of that weapon is a diminishing quantity as the election of 1931 recedes and the overwhelming strength of the Conservative battalions increases its grip upon Parliament and upon legislation.

But I am concerned here not with the fate of Mr. MacDonald nor with that of Sir John Simon. I am concerned with the disquieting effect upon Parliamentary government of a phantom Premier who comes out when the sun shines and the omens are favourable and disappears when the storm cone is hoisted and important issues are at stake.

Parliamentary government has collapsed nearly all over Europe, and it is on its trial here. If it is to survive the menace of dictatorship, Fascist, or Communist, which has destroyed liberty on the Continent, there must be a united Government and a strong hand at the helm.

★
Fresh
youthful charm
 for the
Open Air Girl

READ
 HERMIONE BADDELEY'S
 MESSAGE ABOUT

ALLUHR

The Safe Hair Remover for Face and Body



This is Miss Hermione Baddeley, the famous film star.

"Alluhr is delightfully easy and pleasant to use, and although I have a particularly sensitive skin, Alluhr suits it perfectly."

Hermione Baddeley



IN the summer an even greater attention to personal charm is necessary. The brilliant sunshine reveals every flaw, and causes even the slightest down to glint. Be prepared. Use 'Alluhr'—the NEW, SAFE, and ODOURLESS Hair Remover—which can be easily applied, speedily removes every trace of unwanted hair, and actually benefits the skin as well. 'Alluhr' is economical, too, and lasts up to five times longer than ordinary depilatories. Famous stars, beautiful women in every walk of life, have praised 'Alluhr.'



7 DAY FREE TRIAL OFFER

Purchase a box of 'Alluhr' from your retailer. If it is not all we guarantee and you return the box within seven days, your money will be refunded in full.

ALLUHR

THE SAFE HAIR REMOVER FOR FACE & BODY

1/- and 2/6

1/- size includes spatula; 2/6 size (containing 5 times as much) includes spatula and special fibre brush.

Of Multiple Drug Stores, High-class Chemists and Hairdressers everywhere. In case of difficulty in obtaining locally write: (Dept. 473) ALLUHR BEAUTY PRODUCTS LTD., 1, Hardwick Street, London, E.C.1.



Use also "ALLUHR" DEODORANT

It checks perspiration and affords complete protection for dresses and undies. 1/3 per large bottle

1/3



You, too, can
 Sleep like this
 if you drink
'OVALTINE'

'OVALTINE'
 unlike imitations
 does not contain
 any household
 sugar. Nor does it
 contain a large
 percentage of
 cocoa.

COUNTLESS thousands of persons in every part of the world have proved for themselves that there is nothing to equal delicious "Ovaltine" for ensuring sound, natural sleep and for re-creating energy and abundant vitality.

When you drink a cupful of "Ovaltine" at bedtime its rich nourishment quickly exercises a calming and soothing influence on the nerves and brain. Soon you sink into deep, untroubled sleep. While you sleep your whole system is built up so that you rise in the morning completely refreshed and invigorated—gloriously alive with health and energy.

But—it must be "Ovaltine." Do not be misled by imitations made to look like "Ovaltine"—they are definitely not the same. "Ovaltine" is scientifically prepared from the highest qualities of malt extract, creamy milk and new-laid eggs. Unlike imitations, it does not contain any cheap ingredient, such as household sugar, to give it bulk and to reduce the cost. Nor does it contain a large percentage of cocoa.

Remember that the manufacturers of "Ovaltine" have a reputation throughout the world as specialists in the science of nutrition. Their perfected processes of manufacture—which cannot be used by others—ensure that all the health-giving and energy-creating elements of the ingredients are retained unimpaired in the finished product.

Remember, too, that "Ovaltine" gives you more in quantity, as well as more in quality. For all these reasons, "Ovaltine" is by far the most economical food beverage you can buy. Reject substitutes.

'OVALTINE'
 Tonic Food Beverage

Prices in Gt. Britain and N. Ireland, 1/1, 1/10 and 3/3

The World's best Night-cap

AN INFAMOUS Guardian of Youth.

THAT a perverted rogue, with a terrible record, should be permitted to play a prominent part in welfare work among little children may seem incredible, yet a disquieting instance of this has just occurred in circumstances which call for grave comment.

No worse case has ever been brought to our notice, but so far as the general public is concerned the facts have been hushed up, while the offender has been treated with a leniency he certainly does not deserve.

He is Thomas David Evans, of Jackson-road, Bromley, Kent, who, somehow or other, contrived to secure election as chairman of the local branch of the Young Britons—the children's section of the National Union of Conservative and Unionist Associations.

Children avoided him

The fact that this is a fine movement, which aims by "careful organisation" at making a "permanent impression on the plastic minds of the children of the country" so that they may develop into good citizens, shows what guile this scoundrel must have used to secure such a position of responsibility and trust.

In view of the manner in which he has abused this trust it is imperative that there should be an enquiry to establish how his appointment as chairman ever came to be made.

If his credentials had been probed at all it would have been found at once that he was the last man who should have been allowed to have any say in the moulding of child minds.

Outwardly, of course, Evans professed to be whole-heartedly wrapped up in the great work of laying a solid foundation on which to build up a loyal rising generation.

In his public utterances he quoted freely from the movement's literature and never tired of telling his audiences

how the future of the world lay in the hands of the young.

In deed, however, he revealed no such idealism, and his actual conduct towards certain young children was such that many little ones in the district where he lived always avoided him.

And because of things they had heard many parents warned their daughters to avoid the seemingly benevolent chairman of the Young Britons.

That the fears of these parents were fully justified was confirmed by an incident which occurred on May Day during a public gathering on Hayes Common, when the actual crowning of the May Queen was in progress.

Thousands of people were in attendance, and it is significant that Evans should have chosen this occasion for his lamentable lapse.

While parents and children alike were absorbed in the ceremonies Evans took advantage of the crowds to entice away a little girl of eleven, whose mother's attention was temporarily diverted.

Within a few moments the child returned weeping, and on hearing her story the mother instantly spoke to a police officer.

When the child had recovered sufficiently to give a more coherent story she was able to point out the venerable chairman of the Young Britons as the man who had molested her.

Mother's stand

At first Evans was indignant in his denials, but later, finding that he was cornered, he tried other tactics and pleaded for forgiveness.

He begged the child's mother not to lodge any charge against him. "Won't you overlook it this time?" he begged, feigning great remorse.

It is greatly to the credit of the mother that she ignored these pleas and was courageous enough to face the dis-



Crowning the May Queen at Hayes Common. All eyes were diverted by this picturesque procession; the crowd knew nothing of the terrible incident which was taking place near by

tasteful task of lodging an official charge.

Naturally, the child had been terribly frightened by her distressing experience, but happily on being medically examined it was found that she had not been permanently harmed.

Appalling record

The case came before the Bromley magistrates only the other day, but because of the delicate nature of certain evidence, the court had to be cleared.

Thus the offender was spared the disgrace of having to stand up in the public gaze while his bestial conduct was described.

Yet it was necessary, of course, for mother and child to give their evidence and it was obvious that the girl was deeply affected by this ordeal.

When both had performed their painful duty independent evidence was given by another woman who was able to confirm beyond doubt that Evans was the man involved.

When the police officer had also given his testimony Evans was sentenced to six months' imprisonment—an astonishingly light punishment, especially in view of his shocking past record.

For this dreadful case is no isolated instance of his betrayal of innocent childhood. He is a man with an undoubted tendency to commit offences of this kind.

We find that he is a known rogue who has already served one term of five years' penal servitude for several acts of gross indecency, including a serious offence against a girl under sixteen.

Nor does his criminal record end with cases of this grave character. He has had at least four convictions for other offences, including forgery!

A forceful warning

A nice person indeed to be elected to preside over a movement for moulding "the plastic minds" of the nation's children. Parents may well demand to know how such a person gained the confidence of those who elected him as chairman of the Bromley branch of "Young Britons."

This story should serve as a forceful warning to all those responsible for making appointments of this important character.

But it surely is deplorable that such a drastic lesson should be necessary to bring home the need for caution in electing officials for any organisation that professes to have the welfare of little children at heart.

He Sells THIN AIR!

A RASCAL who calls himself "Wilton King" has hit upon an ingenious plan for making money out of nothing!

It sounds impossible, but the trick lies in leaving the dupes to discover that they have literally paid money for thin air after King has disappeared.

Grocery is this trickster's strong line. Recently he established himself in a little shop in Portsmouth and advertised in trade papers to the effect that he wished to dispose of a flourishing business.

Applicants were greatly impressed when received by King in his shop, which was in a good central position, and which appeared to carry a very high-class stock of groceries of all descriptions.

The experience of one prospective purchaser may be taken as typical.

Having been shown round by the owner and provided with convincing facts and figures, he agreed to take over the premises for a certain figure.

A condition of the proposed sale was that he must pay cash down for the existing stock, which was valued at nearly £400.

This, it was explained, would enable King to square his accounts with the various firms and also place the new owner in the happy position of starting fresh with the wholesalers when the question of restocking arose.

The agreed amount was paid over and a date was fixed for the purchaser to enter into occupation.

But when that date arrived the new proprietor received some nasty shocks.

A closer inspection of the stock with which the shop was so attractively decorated showed that it chiefly consisted of dummy articles of the type usually used for augmenting window displays!

There was, in fact, nothing of any real value; but by that time the ingenious Mr. King had left the neighbourhood!

As he has worked this same trick of selling dummy stock on more than one occasion, other people should be well on their guard.

Meanwhile, wholesalers are endeavouring to find out how this bogus grocer manages to secure the large quantities of display dummies with which he furthers his frauds.

The Human Machine

MIRRORS and MUGS

LOTS of folk who do and say things they know in their hearts are really things to be ashamed of excuse themselves by asserting that they're "made" that way. "That's just like me!" becomes a boast, when in reality it's nothing but a weak excuse.

Some people excuse themselves by saying they're "sensitive"; others take refuge in being "temperamental"; some say they're "moody"; others declare they're "impulsive." In a single day you can come across every shade of flabbiness and sloppiness—all condoned by people who think they were born that way, and that nothing can ever make them any different.

We can all find all the excuses we wish for our faults. The human brain is exceptionally fertile and peculiarly ingenious at inventing self-excuses—but that's all they are. If we are honest we will admit that they are all just hot air. We will admit that the French are dead right when they say that "who excuses himself, accuses himself."

There are only two valid excuses for "being like that"—one is laziness and the other is lack of will-power. And aren't they both deadly accusations?

We are not "like that"—whatever it may be—because we were born so. We are not anything we don't choose to be. If we think otherwise we're just plain mugs. Self-deception is the easiest of vices to acquire, and we would all do well to guard against it.

We can see the truth of this in other people. Let's hold the mirror up to ourselves for a change. And if we don't like what we see let's change it. It's in our own hands.

PHEE-E-E-P

Impatient snorts . . . clouds of white smoke . . . and the long train puffs ponderously out. Soon she is charging through the countryside at over a mile a minute. Tons of steel . . . hundreds of lives . . . consigned to the care of one steady, grimy hand. A misread signal . . . an unseen obstruction — and . . .

But in the swaying cab all is well. A job like this takes heavy toll of nerves and muscle.

Not how much—but what you eat—is the secret of ample vitality. In John West's Middle Cut Salmon there is everything to make good the drain on strength and nerves of a day's hard toil. For sheer concentrated nourishment this succulent red salmon is unique; every mouthful generates lasting energy. No trouble to prepare; no wastage. John West's Salmon —the all-food food.

INSIST ON THE BEST AND BUY

JOHN WEST'S MIDDLE CUT SALMON

PELLING, STANLEY & CO. LTD., LIVERPOOL AND 41 EASTCHEAP, LONDON

Reduce YOUR High BLOOD PRESSURE

Rejuvenate YOUR Arteries. Strengthen YOUR Heart. COME OFF the Danger List.

Avoid Blood Pressure Breakdowns! Steady heart action co-ordinated with youth-like elastic arteries are now possible for those past their prime. The "Shadforth" Simple Home Treatment for Arterio-Sclerosis rapidly reduces high blood pressure and tension. It gives prompt relief from palpitation, giddiness, premonitions of collapse, and sleeplessness; it leads to permanent restoration and makes you 20 years younger within 20 days. Get it Now.

(Prescription No. 1108 T). Prices: 2/6, 5/6, 15/6. Privately packed and post free at these prices from

Shadforth Prescription Service, Ltd.,
(Dept. J.B. 32, 40, KING WILLIAM STREET, LONDON BRIDGE, E.C.4, and Branches.)

EARN BIG MONEY SELLING STOCKINGS

£2 STOCK Given FREE

START YOUR OWN BUSINESS—DOUBLE YOUR INCOME! STOCK GIVEN ABSOLUTELY FREE. NO CAPITAL REQUIRED! No experience necessary. YOU can earn a substantial income regularly each week. Our Offer of FREE STOCK GUARANTEES SUCCESS!

Write Dept. J.B., Sarter Mfg. Co., Derby Street, MANCHESTER.

POST THIS ADVERT TO DAY FOR FULL PARTICULARS

£1,500 Won in Crossword Competition, No. 214.

In the above Competition, correct solutions were received from the following six competitors, who share the £1,500 offered. To each of them, subject to the conditions of the Competition, a cheque for £250 0s. 0d. will be sent:—

F. C. Bainbridge, 283, Lymm Lane, Bradford.
T. Jones, Gersliff, Banger, Co. Down.
Mrs. M. A. Morris, 24, Cameron Street, Spilott, Cardiff.
H. Rogers, 15, Lifford Road, Reddish, Stockport.
W. Sutton, The Haven, Marlborough Road, Hemel, Essex.
Miss E. Taylor, 21, Hale Low Road, Hale.

Any other entrant who claims to have sent a solution eligible for a share of this prize must demand a scrutiny by First Post, Tuesday, June 20, sending a1 Scrutiny Fee, copy of solutions and Postal Order number. Envelopes to be registered, marked "Scrutiny," and addressed to the Competition Editor of "John Bull."

No scrutiny can be undertaken in connection with the Award of £100 to Runners-up. This Prize has been divided between 160 competitors, from whom we received solutions containing one error and who will each receive 12s. 6d. A list of these winners can be seen at the "John Bull" office, and all have been notified.

An additional £50 will be shared among those Winners and Runners-up who are registered readers of the "Crossword Gazette."

BONUS WINNERS IN CROSSWORD No. 218: 47 competitors qualified to share the extra £100 offered in this contest and payments of £2 0s. 7d. each will be despatched accordingly.

Turn to page 26 NOW for full particulars of "John Bull's" Sensational Record Crossword offer! £3,700 in cash prizes must-be-won.

FAMOUS HAIR-BEAUTY PREPARATIONS FREE!

Readers can test, free of charge, any 3 of the world-famous Harlene products offered on the Back Cover. These can be secured by attaching the Special Sample Coupon.

THE WORLD'S FINEST BOTANY SERGE VALUE



100% ALL WOOL, INDIGO DYED, LONDON SHRUNK **BLUE SERGE SUIT**

MADE TO YOUR MEASURES BY EXPERTS

45

BARRY'S GREATEST TRIUMPH

Certified by 40 hours Bradford Conditioning House Test - May 11th 1933

Send for **FREE** Pattern of this amazing cloth **OTHER BARRY SPECIALITIES**

BARRY'S FAMOUS TWEED LOUNGE SUIT - 37/6
To Measure

BARRY'S FAMOUS 000 FLANNEL TROUSERS - 10/6
TO MEASURE

BARRY'S FAMOUS SPORTS COAT & TROUSERS (OR PLUS FOURS) - 30/-
to measure

BETTER THAN ANY ADVERTISED STORM COAT ON THE MARKET

The BARRYSTER

THE NEW CLOTH-SELF-LINED ALL WEATHER COAT WEIGHING EVEN LESS THAN THE LIGHTEST RUBBER BACKED FEATHERWEIGHT.

There is no longer any need for the inside of your storm coat to be covered with perspiration.

THE BARRYSTER PUTS AN END TO THIS EVIL.

WORTH £3.3.0 POST PAID TO YOUR DOOR **14/6**

Every Barryster is of first class workmanship throughout, with distinctive features to be found in coats costing 4 and 5 times the price.

Or Sent CASH ON DELIVERY anywhere in Great Britain. You pay the Postman.

THE BARRYSTER CARRIES A TWO YEARS GUARANTEE

and is sold with our full confidence as to your complete satisfaction.

YOUR BEST DEFENCE IN ALL WEATHERS.

Post us your remittance for 14/6 for this amazing coat, giving us your height and size round chest over waistcoat, and stating whether Fawn or Putty Shade Barryster is preferred.

S.A. BARRY & CO. LTD. CALL OR WRITE
(J.B. Dept) 26 CITY ROAD, LONDON, E.C.1



IN FAWN OR PUTTY SHADE

GRAVES BEATS THE WORLD FOR QUALITY AND VALUE.

Graves 'FLIGHT' Model is built with Dunlop Tyres, Dunlop Waterproof Saddle, Hans Renold Chain, Raised or Dropped Handlebars, all bright parts Chromium Plated, & full set of Accessories. Bargain Price Complete is £3.17.6. No charge for instalment terms. Delivered Carriage Paid for 5/2 now & 14 monthly payments of 5/2. Lady's or Gent's same price. Write for Catalogue. Gent's, Ladies & Juvenile's Cycles J. G. GRAVES LTD. SHEFFIELD.

GRAVES 'QUALITY' BARGAIN BALE

containing Two finest quality White All Wool Blankets, neatly bordered, whipped ends. 68 x 85in. 74lb pair: Two White Flannel Blankets, x 85in. 74lb pair: Two White Flannel Blankets, whipped ends, 60 x 80in: 4lb pair: Two White Flannel Blankets, 60 x 80in: One Holster Case to Pillow Cases, 20 x 30in: Two Grey Cotton Towel match, 20 x 30in: Two Grey Cotton Towel match, 20 x 30in: 70 x 90in: 4lb pair: 42 x 66in: 70 x 90in. Full Price 42/- Alhambra Quilt, 75 x 90in. Full Price 42/- Delivered for 3/6 now & 2/6 monthly. Drapery Catalogue Post Free. J. G. GRAVES LTD. SHEFFIELD.

Weekly Informations from Major-General Sir WYNDHAM CHILDS

AT this season of the year, when people are making plans for their holidays, their sympathies are easily aroused by appeals made on behalf of funds for providing poor slum children with trips to the seaside.

Unfortunately, many charity exploiters are fully alive to this fact, and know that any appeal of this nature is certain to meet with success.

In this category I must place an organisation known as "The Link" of Aid For Those In Need, the headquarters of which are at 125, Lavender Sweep, Clapham Common.

"Link up" with us, to enable us to give the holiday so badly needed by many," runs one appeal, which is embellished by a photograph of a group of visitors at the movement's holiday home, "Seasalter Lodge," Seasalter, Kent.

Apart from giving "free, or partly free" holidays to children and adults at this home, it is claimed that extensive charitable work is carried on throughout the year.

This includes the distribution of hundreds of articles of new or second-hand clothing, boots and shoes, groceries, bread, meat; strengthening foods for the sick; and money for those in distress.

Summer campaign

No one could find fault with such aims and objects, but an investigation of the manner in which this charity is administered reveals a number of disquieting facts.

It is now busily organising its summer collecting campaign, and advertising for "intelligent ladies" of good business personality to act as canvassers.

But the nature of their duties is not disclosed in the initial advertisements, which simply state that the intelligent ladies are "wanted for outdoor employment."

The experience of one recent applicant in this connection is interesting. Having passed through a distressing period of unemployment, she was encouraged on being told at her first interview that it would be possible for her to earn from £3 to £5 a day by canvassing for "The Link."

Buoyed up by this thought and the belief that she would be engaged in good work, this newly-appointed collector concentrated on an area embracing

The appeal of these happy children on the sands is irresistible. That is what charity exploiters count upon in launching their summer campaigns



HOLIDAY HOME SCANDAL

-A Disquieting Charity Scheme

Wimbledon, Clapham, Balham and Tooting.

But after two days' exhausting work she had been met with so many rebuffs and had been so humiliated by constant questioning as to the genuineness of her appeals that she promptly returned her collecting box and relinquished her post.

She preferred to resume the heart-breaking quest for work rather than be associated with such a campaign.

But other collectors are still busy, and doubtless many of them are acting in all good faith, having no knowledge of the inner history of this particular charity.

I feel compelled to issue a general warning about "The Link," for reports before me show that it is administered on most extravagant lines. And I am not at all surprised to learn that it has long been blacklisted by the Charity Organisation Society.

Heavy expenses

A glance through two up-to-date statements of account reveals that though a certain amount of charitable work is undoubtedly carried on it is done at most unreasonable cost.

The first statement shows that it cost £371 14s. 3d to administer £429 18s. 11d.

Elsewhere it admits that 47 per cent. of the funds is swallowed up by salaries and expenses!

It can hardly be encouraging to the

public to know that out of every £100 they subscribe only £53 actually reaches the poor and needy!

But the second statement shows an even more unsatisfactory state of affairs.

Receipts from a door-to-door campaign are given as £696 14s. 3d. But £478 19s. of this sum was devoted to salaries and commission!

In addition, there are expenses in connection with the "Seasalter Lodge" holiday home amounting to £322 16s. 1d., salaries taking £118 19s. 9d.

Thus, at first sight, it would seem that total expenses exceed the amount collected, but actually other funds were raised from the public by means of a raffle and from other sources.

The account under review shows only £68 5s. 10d. as being spent in relief, and of this sum £34 5s. was repaid by the recipients!

Details of other charitable work done are lacking, but it is obvious that with the bulk of the funds accounted for in the above manner, little can have remained for the deserving poor.

These accounts prove conclusively that

charities conducted on such extravagant lines are a profitable means of exploiting the public.

The president of "The Link" of Aid For Those In Need is a Mrs. M. Whitrock, and its Clapham headquarters is, in fact, her private residence.

She is no newcomer to the field of charity exploitation, for I find that she was formerly employed as secretary of the Westminster Charity Committee, a notorious concern with which I had occasion to deal about five years ago.

Other appeals

For some reason or other she elected to break away from this body, and, with another member of the staff, started a society called the League of St. David.

This combination failed, and now Mrs. Whitrock is carrying on independently with the "Link of Aid," and is prospering at the expense of the public.

She is assisted by her daughter, who is employed at the office, acts as a collector, and, during the summer season, becomes the salaried "Matron" of the Seasalter Holiday Home.

Although I have no fault to find with the "aims" of this charity, I dislike its methods, and in view of the extravagant way in which the funds are administered I cannot advise anyone to support it.

This question of unrecognised charities is one in which the authorities, unfortunately, cannot take action. As the law stands, anyone may start a charity—except in aid of the blind—and be answerable to no central authority.

Be cautious!

If only one farthing out of every pound collected from the public is devoted to the object for which it is raised, the promoters are safe from legal action.

Unless false pretences can definitely be proved against collectors, no one can intervene.

In these circumstances the public should be especially cautious in considering seaside holiday appeals made at this time of the year.

With regard to the "Link of Aid" in particular, there is no good reason for its further existence. The work for which it is so actively collecting money is already being performed efficiently by recognised charities, a list of which can always be obtained from the Charity Organisation Society.

Sir Wyndham Childs and his £5,000 Damages



THE award of £5,000 damages against the *Stock Exchange Times* to Major-General Sir Wyndham Childs must be very satisfactory to him, as, indeed, it is to us.

The defendant, who had not the courage even to enter an appearance or to defend his action, had, by libelling Sir Wyndham Childs, uttered a libel equally as great against JOHN BULL.

He suggested that in "scurrilous comment" we "pretended" (sic) that our publications and exposures were in the public interest; that our stories, if true, should be presented before the courts, and that, week in and out, we provided stories of the doings of unknown, uninteresting, and insignificant individuals

whose alleged activities primarily concerned the functions of the police.

The defendant had nothing to urge in extenuation and agreed that the libels were gross and unfounded.

It is interesting to recall that, when Sir Wyndham Childs took charge of the Investigation Department of JOHN BULL, he wrote:

"It may be unfortunate, but it is true, that there are any amount of frauds in operation which the law is powerless to touch.

"As most people know, information furnished to the police is regarded as strictly confidential and is never disclosed except in the witness-box.

"It will, therefore, be realised that unless persons who furnish such information are willing to give evidence in court, no proceedings are possible. . . .

"In many other cases informants may be willing to testify in court, but their information is not of such a character as to amount to 'evidence' within the meaning of the law.

"Thus it arises that the police forces of this country are often well aware of

the activities of the cleverest type of criminals—that is to say, those who prey on their fellow-men in such circumstances that they do not fear the law, which is powerless to deal with them for want of 'evidence.'

"It is in such cases that JOHN BULL . . . assists the public by pillorying the persons concerned and exposing their activities. . . .

"I look forward, therefore, to JOHN BULL being an increasing adjunct to the police forces of this country and to the time when it will be a matter of practice for the police to say to the complainant: 'Well, if you are not prepared to give evidence in court we cannot help you, and you had better write to JOHN BULL about it.'"

Sir Wyndham Childs has carried out the resolutions he made in February, 1929, and to-day the situation is unaltered.

If readers of this paper have evidence of crime it is their duty to report it to the police.

If, on the other hand, they are not prepared to do so, or if their evidence, after investigation, is not found to be evidence in the "police court" sense, they should write to JOHN BULL about it.

The man I was



The man I am

PHILLIPS Yeast made this difference to me!



Are you one of the millions of men and women who *never feel really well*? Ask yourself that—and then think of your average day; travelling to the office and sitting at a desk or weighed down with the worries of the home, generally tired and listless at the end of the day, sometimes enjoying your food, but actually more often not. Perhaps, like many others, you have taken to telling yourself you cannot expect to be thoroughly fit in every way at your age and under the conditions of your life. *That is not true!* You can expect, and you can regain, thorough physical fitness with the fullness of mental and physical powers which that gives. Not by lightning tonics or pick-me-ups, but by

Sound Health Building

Phillips Yeast is pure, live and active. It is pure Yeast, prepared by a special process to retain its vitality. As such, it contains the valuable B Vitamins and other active constituents which regulate digestive processes. The live yeast cells in Phillips Yeast are the centres of a vast amount of vital energy which is directly conveyed into the blood stream. The beneficial effect of this is seen in the correct regulation of the whole process of digestion and assimilation of food.

No Drugs

can accomplish anything of that nature. Their power is limited to acting suddenly on the various organs of your body and thus provoking the inevitable reaction. *There are no drugs in Phillips Yeast.* It is not claimed to be instantaneous in its effects, but you will observe its beneficial action within a few days.

PHILLIPS YEAST is Live Yeast

It is pure yeast. And, what is more important still, it is *live* yeast. That is the all-essential difference in Phillips Yeast. It is in granular form, which has been scientifically proved best for retaining the yeast in its active state. Its minute organisms work actively through your blood, giving it a healthy constitution, the first necessity for regulated functions... good digestion... good appetite... good health.

Increases Working Efficiency

Take Phillips pure live Yeast and you will be amazed at your increased staying power, and at the amount of work you can do.

Increases Resistance to Disease

People who take Phillips Yeast are not likely to get ill. That is not because Phillips Yeast is some kind of "cure-all," but simply because *healthy people do not get ill so easily as unhealthy people do.* Phillips Yeast builds up health in a thoroughly natural manner.

By SAFE Methods

Phillips Yeast is perfectly harmless. It is appetising and easy to take. Its beneficial effects will soon be felt by anyone suffering from the following complaints:

Indigestion—Complete relief is obtained in the most stubborn cases. **Rheumatism**—Phillips Yeast helps to eliminate Uric Acid, the principal cause of all rheumatic complaints and lumbago. **Habitual Headaches, Neuralgia, etc.**—Phillips Yeast removes the cause of habitual headaches, neuralgia and all nerve pains, and strengthens the nervous system. **Neurasthenia and Debility**—The restorative effect of Phillips Yeast on the nervous system is remarkable. **Anemia and impure blood**—By helping to purify and reconstitute the blood stream, Phillips Yeast removes the cause of boils, skin eruptions and catarrh and improves the complexion. **Excessive Fatness**—As a help in correcting this, Phillips Yeast is beneficial. **Sleeplessness**—Even in long-standing cases of insomnia, Phillips Yeast will bring about sound refreshing sleep. **Defective Elimination**—Working naturally and healthily on the stomach and intestines, Phillips Yeast gradually overcomes this.

READ WHAT PHILLIPS YEAST HAS DONE FOR OTHERS

Mr. W. S. L., Walton, Liverpool. April 20, 1933.
"I would like to tell you the benefits I have derived since taking your Yeast . . . I suffered for a long period from stomach trouble, and nerve trouble, until a friend advised me to try your Pure Live Yeast. I cannot praise it enough . . . This is my third bottle, and I have never felt better in my life."

A West Bromwich man. March 13, 1933.
"I feel it is my duty to write and express my gratitude for the wonderful benefits I have received from taking your valuable Yeast . . . I can truthfully say that for many years I have never been free from indigestion and acid stomach. I have been tired of taking medicine, which has never completely stopped it."

Mr. R. B. B., Leeds, writes: May 17, 1933.
"Phillips Live Yeast has done more good for me than I should ever have thought possible. For many years I have suffered terribly from acute rheumatism, and three years ago had it so bad I had to give up my job. Since then I have tried many different remedies, but the pains got so bad I could hardly walk, and decided to give your Yeast a chance. That was seven weeks ago, and if you'd seen me then and could see me now you wouldn't know it was the same man . . . It was in the second week that the big change came and since then it has worked marvels on me. Besides driving away my rheumatism, Phillips Yeast has made me feel and look, at the age of 49, as fit as a man of 25."



Phillips

pure *Live* YEAST

YOUR CHEMIST STOCKS IT
See that the name PHILLIPS is on the bottle.

PHILLIPS YEAST PRODUCTS LTD., Park Royal Rd., London, N.W.10.—and 150 Regent St., W.1

FREE TO ALL SUFFERERS FROM

Dyspepsia—Depression—Headache—Indigestion
—Lassitude—Lumbago—Neuritis—Neuralgia—
Rheumatism—Sciatica—Backward Growth in
Children—Blood Disorders—Boils—Nervous
Cough—Stomach Cough—Under-Nutrition—
Skin Irritation—Muscular Pains—Bronchitis—
Catarrh—Auto-Intoxication—Insomnia—Defective
Elimination.

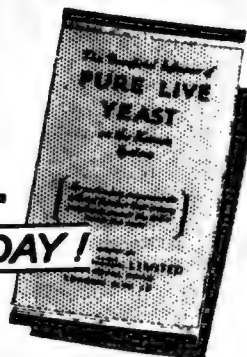
Please send me your INTERESTING BOOKLET explaining the beneficial action of PHILLIPS LIVE YEAST in many ailments and chronic conditions.
—Address, PHILLIPS YEAST PRODUCTS LTD. (Dept. 49), Park Royal Road, London, N.W.10.

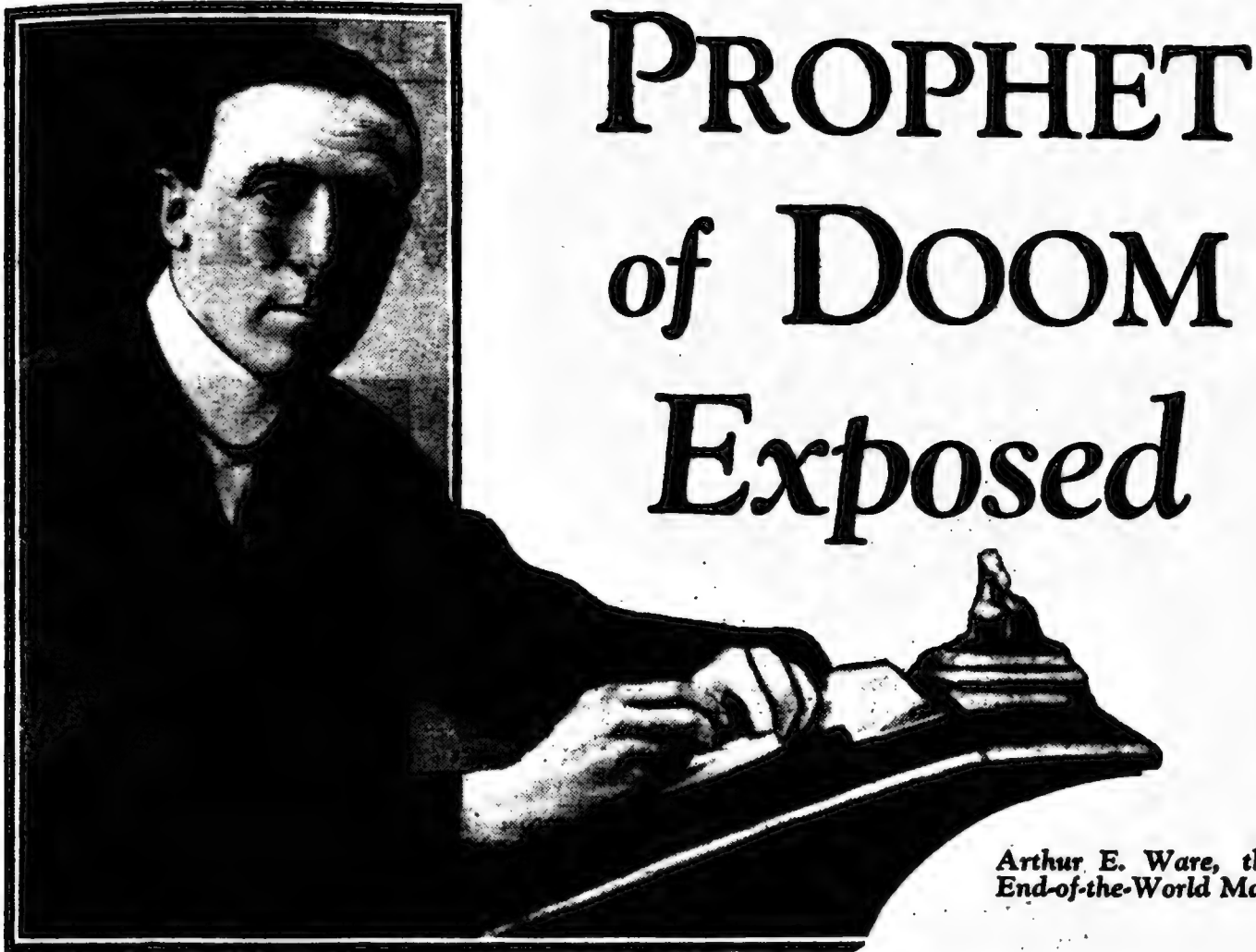
POST TODAY!

Name _____ (IN BLOCK LETTERS)

Address _____

(A STAMP IF UNSEALD)





Arthur E. Ware, the
End-of-the-World Man

NO subject provides the human mind with more room for speculation than the end of the world.

And never, perhaps, has it produced a stranger prophet than Mr. Arthur E. Ware, who has just announced that the trump of doom will be sounded next Monday—on June 12, when, incidentally, the World Economic Conference is also due to begin.

For reasons quite distinct from the commotion which he has caused by his recent public speeches, this Mr. Ware deserves some special consideration.

In ten days he has spent thousands of pounds in predicting the calamitous events of next week.

He began by employing a firm of advertising agents to buy columns of space in the national newspapers to herald the climax in human history.

Then he filled the great Queen's Hall with an audience so big that the place overflowed.

Next he hired the Lyceum Theatre, one of London's largest playhouses, for a week, and it, too, was crowded out afternoon and evening.

Great quantities of expensive literature and charts have also been printed and issued.

Who is paying the bill for these demonstrations? JOHN BULL had reason to know that it certainly could not be Ware himself, so, to learn the identity of those who are financing him, we searched him out.

It takes a lot of searching to find Mr. Ware. His address is a profound secret.

Downland home

The only clue to it was in a letter to a creditor volunteering the information that hospitable friends had given him the use of an attic for study purposes at a farmhouse somewhere in Sussex.

The attic and the farmhouse are figments of his imagination. Mr. Ware, it was found, has lived for nearly three years with his wife and six children in a comfortably furnished bungalow in a remote region of the Sussex Downs.

There is a telephone in his delightful country home, and when a message was sent asking him to receive a JOHN BULL representative, he stated that a decision would depend upon such guidance as would be given in a season of prayer which he was about to enter.

The season of prayer ended, Mr. Ware

consented to be interviewed, but made the stipulation that his whereabouts should not be publicly revealed.

He arranged to meet our representative in a lane outside an ancient village of historical renown as a smugglers' base.

Mr. Ware, a man of forty-five, tall and spare, was waiting there with his motor-car. He set its head to the open country, left the road to traverse almost indistinguishable tracks, and climbed high to a ridge far into the wilderness of the Downs.

"It cometh..."

The journey demanded most skilful feats of driving, but Mr. Ware's mind never seemed to be upon either the car or the glorious countryside which is his retreat.

Every yard of the way he talked about next Monday. "The most solemn utterances that have ever fallen from human lips," was how he described the things he said.

"The midnight of the world"—"the most fearful era in human history"—"Escape for thy life"—"It cometh as a thief in the night."

Phrases like these were jerked out as the car lurched its way to the downland summit, where stands the bungalow home of the Wares.

It is also the week-end residence of those he calls his disciples, and when there have been too many of these visitors he has had accommodation available for them in a villa at a village deep in the Downs.

Mr. Ware continued his musings even as he drove the car into the garage attached to the bungalow. "The world," he was saying as he switched off the engine, "has become one gigantic Sodom and it is to suffer a like fate on June 12."

He pointed to a large black shed on the gorse-covered slope below the bungalow. "There," he said, "I meditate and am inspired. I am the personal ambassador of Christ. I am acting under supernatural guidance."

The shed is in two sections, divided by a hanging blanket. One contains a row of beds and serves as a dormitory for his six children; the other is an unpretentious chapel lined with books written by former prophets of the world's end and its largest piece of furniture is a harmonium.

Only, Mr. Ware is not a prophet. His

blue eyes flashed angrily when the suggestion was made. "Only a charlatan would pretend to the prescience of prophecy," he exclaimed. "I am acting under Divine compulsion in interpreting the Holy Writ."

Nor is Mr. Ware what is called a crank. He is altogether too cool and calculating for such a description to fit him. His words are measured, his phrases balanced before he speaks them.

Perhaps he does become somewhat vehement when he touches upon one subject. This is what he calls professional Christianity and the professional priests who, he says, trade and prosper upon the ignorance which they have foisted on the people.

Never for a moment does Mr. Ware seem to entertain the idea that he might be exploiting for his gain the stimulated fear of the credulous regarding the final catastrophe of the world.

In the snug sitting-room of the bungalow Mr. Ware went on his knees and unrolled a 4-ft. square chart of events in Hebrew history.

With a Bible in one hand and a poker, used as a pointer, in the other, he traced out the inevitableness of next Monday's cataclysm.

Upheaval...

"The state of the nations, the state of the Jews, the state of the Churches, the economic distress, the lawlessness and general confusion," he said, waving the poker, "proclaim with one shrill voice the coming of the Day of Vengeance—June 12."

Mr. Ware was asked by our represen-

Charlatan Carl

News comes from France of a great eye specialist, whose miraculous cures have received considerable publicity in the newspapers there.

But we have readers in France as in most other countries, and one of them remembers that we unmasked this miracle worker, Carl Winston, as a humbug and a dangerous quack last November. We also expressed the wish that he would be promptly deported, as he was an alien whose real name was Hiam Weinstein.

Now we hope that he will as promptly leave France for, shall we say, the North Pole.

tative to open his Bible at the verse in St. Matthew's gospel, which records Christ as saying:

"But of that day and hour knoweth no man, no, not the angels of Heaven, but my Father only."

Mr. Ware had his answer ready.

"I have not rigidly fixed the date," he explained. "It will be on or about June 12."

"What will happen to you then?"

"In the twinkling of an eye, I, my wife and family, shall be removed. At the vital moment we shall merge into space."

"Will there be a general removal of mankind?"

"Happy oblivion"

"No, only those who believe as I do will pass into happy oblivion. The rest of humanity will from that moment begin to suffer for seven years as the human race has never suffered. They will be engulfed by pestilence, plague, and war until 1940, when the Final Destruction will occur."

Mr. Ware was asked if his material affairs would be in order when he disappeared.

"Yes," he replied, "that has all been arranged. Friends who have become my fellow-believers have provided a fund from which my creditors will be satisfied before I depart."

He was silent for some moments. "There is also the income-tax people," he next said, as if thinking aloud.

After a roving life in America, Mr. Ware at the end of the war became managing director of a motor-car company in London which met with disaster.

He admitted that for years he had done no work, but did not explain how he happened to have income-tax liabilities.

"Do you maintain this establishment from private means?" he was asked.

"Oh dear, no," was the answer given with a hearty laugh. "I have no means and do not own even a stick of furniture. A few pounds a week is enough for any man. My friends attend to that. The world is rotten, but, thank God, there is still some charity."

It was pointed out to Mr. Ware that he was a man of excellent physique and high intelligence and in all these years he might have found a place in the labour market.

"My job," he remarked, "has been to act as the watchman of mankind and to warn the world of the impending Event."

Strange reports

Mr. Ware said, in answer to further questions, that he was aware of the strange reports which are current regarding the behaviour of people who have come to believe his forecasts of the immediate break-up of the world.

These are to the effect that numbers of men and women have sold their houses and other property and devoted the proceeds to Mr. Ware's mission.

"I rejoice," he said, "that many people have been seriously affected by my warning. And a good many of them are disposing of their estates for charitable works. Some are, of course, helping me, and I shall not have a single financial liability when I am removed."

Speaking with slow emphasis, Mr. Ware went on:

"Most deeply do I deplore, however, the actions of people who realise their securities or dispose of other possessions except in sheer obedience to their consciences."

"Also I deplore the conduct of a very large number of people who profess to believe me and my warning of the approaching End, but who do not manifest their belief by renouncing their hold of material things."

It will, however, gratify Mr. Ware's creditors to learn that there has been sufficient renunciation among his followers to give him a clean financial sheet when he is translated into space next Monday.

THE WHY and WHEREFORE

Mending the World

The King will open the World Economic Conference on Monday, and will make it the occasion of the biggest broadcast since wireless was invented.

His Majesty will speak into a gold microphone and his voice will be carried to Faraday Building, the new International Telephone Exchange in Queen Victoria Street, E.C., from where it will be transmitted to every country on earth, excepting Japan and China.

It will be the greatest conference of the nations of all time, and here is what it is all about. . . .

THEY are all, or nearly all of them, in London at last. Scattered over the greater and the lesser hotels. Between two and three thousand of them—if you count in delegates, secretariats, experts, advisers, typists and interpreters.

From every corner of the earth they have come. The colour of their skins ranges from the purest white to the most uncompromising black. Some have crinkly hair. The hair of others is lank and straight and parted. Many have no hair at all.

They have converged on London from the great and teeming capitals; from the desolate sun-baked deserts and the ice-covered wastes. Abyssinia and Albania, Bolivia and Bulgaria. Greece and Guatemala, Haiti and Honduras, Latvia and Liberia, Santo Domingo and San Salvador. They represent over sixty nations, a multitude of tongues, and a still greater multitude of views.

No stone-throwing!

And London, more by accident than design, has supplied them with the Common Denominator.

For the next six months or more they will be driving daily to a building in South Kensington which is destined one day to be the Geological Museum. The great room in which they will meet has such wide-stretching windows that it seems like a House of Glass.

That is the symbolical thing. The world is on the edge of disaster, and the world's representatives have gathered together to try to avert that disaster. It is fitting that they should meet in a Glass House.

No one dares to throw stones. And so may be summed up the World Economic Conference—the most remarkable assembly of the nations that this old world has ever known.

It all began a couple of years or so ago with tentative suggestions by Mr. Ramsay MacDonald. The Great Powers were indifferent. They thought they could play their own hand and win through.

Gradually it began to dawn on them that they could not. Trade faded away. Currencies were buffeted about like a wing-broken

bird in a gale. Unemployment returns and bankruptcy figures raced neck and neck.

Tariffs, quotas, Government interventions, currency controls—all these and many other expedients were tried by every nation. Each one thought it could beat the rest and save itself.

Came disillusionment. Then the push from this country after the crash of eighteen months ago—a hold-up while the United States elections took place—a world-wide realisation of a common misfortune—and a quick booking of passages for delegates and their retinues on their way to the South Kensington Glass House in which no one can afford to throw stones.

A big job

What is it all about?

The Lausanne Conference, having dealt with Reparations, invited the League of Nations to convoke a world conference "to decide upon the measures to solve the other economic and financial difficulties which are responsible for, and may prolong, the present world crisis." That is the official, stilted, copy-book definition of the origin of this unparalleled pow-wow. But if you want to know something about what "the present world crisis" means here are some of the facts.

A recent official estimate of unemployment put the figure at thirty millions. That is undoubtedly far below the mark, but even so it does not include families and other dependants.

Wholesale commodity prices have declined since October, 1929, by, roughly, a third, while raw material prices have gone down by between 50 and 60 per cent.

Last December at Winnipeg the price of wheat fell to the lowest level recorded in any primary market for wheat during the past four centuries, and the verdict of an international body of experts is that such price declines have thrown completely out of adjustment prevailing costs of the various factors of production, have made business enterprise generally unremunerative, and have seriously disorganised practically all the world markets.

But there is far more than that.

World stocks of agricultural products and other raw materials have continued to accumulate so that huge amounts overhang some of the principal markets. The index of world stocks for last year was double that for 1925.

Industrial production has been so curtailed that the United States steel industry at the close of 1932 was operating at only 10 per cent. of capacity.

Currency disorders and other influences have hit the international flow of trade into such fragments that the total value of world trade in the third quarter of 1932 was only about one-third of that in the corresponding period of 1929.

National incomes in many countries have fallen by more than 40 per cent. so that revenues of Governments have dropped while expenditure standards remained, thus involving big budget deficits.

Debts? The export trade of some countries does not even suffice to meet their external debt service.

For three or four years there has been a scramble by every country to defend itself, and in what appeared to be measures of defence each one has brought itself and all its competitors to the verge of ruin.

Economic war

You cannot sell if you prevent other people from buying. And that is what many nations have been trying to do.

Imagine Sheffield and Leicester engaged in an economic war. Each town runs its own currency and jumps it up and down almost at will. Each hedges round its particular industry with a mass of restrictions. One makes the other pay enormous debts on fictitious exchange values. The other says it will defend its own industry by keeping the other one's products outside its confines.

What happens then? Sheffield

The British team which will welcome the representatives of sixty nations to this Glass House at South Kensington: From the left: Sir Philip Cunliffe-Lister, Lord Hailsham, Mr. Walter Runciman, Major Elliot. . .



the BIG CONFERENCE

in a Glass House



piles up mountains of cutlery which Leicester either cannot or will not buy, and Leicester makes millions of boots while the people in Sheffield go barefoot.

Eventually both towns go broke. That is what has been happening in the world.

Productivity was never so great as it is to-day. The opportunities for the peoples of the earth to enjoy the benefits of that productivity were never so few.

That is why the representatives of over sixty nations have come to London. They want, or are supposed to want, to straighten things out, to stop a war which no one can ever win, to sweep away the cut-throat policies in which casualties are always about equal, and to draft a Treaty of Economic Peace.

Thank heaven they are meeting in a Glass House. The architect who designed the Geological Museum at South Kensington may have been building better than he knew.

The human side of the conference is amazing. There are Indian Princes, Chinese, Chileans, Negroes, Egyptians, Swedes, Norwegians, Spaniards, Irishmen — representatives of practically every country.

"Con-men" too!

And there are confidence tricksters too. London, if not the conference, is stiff with them. International crooks have come from America and the Continent in droves during the last few weeks spying out the land and laying their plans.

Many of these statesmen delegates have brought their own detectives, and already there have been several consultations between them and Scotland Yard.

There have been warnings, too, about political criminals, and what is thought to be a perfect system of protection for the delegates has been worked out.

A special eye is being kept on

... the Premier, Mr. J. H. Thomas, Mr. Neville Chamberlain, and Sir John Simon—"What one doesn't think of, some of the others should be able to"

JOHN BULL

"The Australian Gang." They number just over a dozen, and are interested not in politics but in pickings. They usually reckon their pickings in thousands of pounds.

Mingling with the delegates in the Glass House will be some of the world's greatest linguists. They come from the League of Nations headquarters at Geneva, and they are known as interpreters.

Few people have ever heard of them by name, but some of them can speak more than twenty languages, and the party between them can tackle every language under the sun.

One part of the conference buildings is almost like a great post office. There are literally hundreds of telephones, and special overseas facilities have been arranged so that any delegate will be able to get in touch with his Government with the least possible delay.

The glad hand

The hotels, which have been fighting like cats for the custom of the delegations, are being connected up to the Geological Museum by direct private lines and have engaged special staffs of telephonists.

Journalists are here, too, in even greater numbers than attended the Peace Conference, and they will keep the cables and the telephones humming day and night. Hundreds of thousands of pounds will be paid in tolls. Hour by hour the earth will be girdled by a rope of news.

There are to be garden parties, State banquets, Buckingham Palace entertainments, Government receptions, City functions, and uncountable semi-private parties.

A special police traffic squad, extra Customs facilities for the delegates, honorary membership for them to famous London clubs.

London has provided the setting for the most historic meeting of the nations.

The British team of delegates—if you reckon in what they were and what they are—represent practically every shade of the political colours.

Mr. Ramsay MacDonald, Mr. Neville Chamberlain (the Chancellor), Lord Hallsham (Secretary for War), Sir John Simon (Foreign Secretary), Mr. J. H. Thomas (Dominions Secretary), Sir Philip Cunliffe-Lister (Colonial Secretary), Mr. Runciman (President of the Board of Trade), and Major Walter Elliot (Minister of Agriculture).

A diverse but a strongish lot. What one doesn't think of, some of the others should be able to.

Let there be light!

Mr. MacDonald will preside over the conference and Mr. Baldwin will be the acting Prime Minister.

The preliminary speeches may take a fortnight, and then the vast conference will split up into committees to discuss selected subjects.

The reductions of restrictions on trade so as to stop the rush of nations into bankruptcy and the plunging of industries into catastrophe. Tariff truces and the raising of wholesale prices. Stabilisation of currencies in relation to gold and each other, so that the men and the nations who buy and who sell will know just the basis on which they are doing either or both.

An almost incredibly tremendous task! But the fate of the world depends on its successful accomplishment. And a kindly or a cynical fate has decreed that it shall be attempted in a Glass House.

That is why it may succeed.

"John Bull" Readers' Stories—39

STUDY AT HOME **U** **IN YOUR SPARE TIME**

CAN HAVE A COLLEGE TRAINING IN ALMOST ANY CAREER FOR A FEW SHILLINGS MONTHLY.

MATRICULATION

There are many ways of commencing a career, but Matriculation is the jumping-off board for all the best ones.

CIVIL SERVICE

Suitable to both sexes.
Ages 15½ to 24.

G.P.O. ENG. DEPT., CUSTOMS AND EXCISE; INSP. OF TAXES, Etc. NO EXPERIENCE REQUIRED. OPEN EXAMS.

We prepare candidates for all **INSTITUTE EXAMS.**

TECHNICAL, INSURANCE, COMMERCIAL, GENERAL, POLICE, Etc., Etc.

ENGINEERS ALL BRANCHES

There are examinations which are open and suitable to you, others which are not. Get our advice before deciding.

Let me give you that fatherly advice which is FREE to you, but which may mean so much to you in the future.



DO NOT DELAY—There may be chances for you to-day for which you may be too late to-morrow. Every day counts in a man's career.

The Bennett

LET ME BE YOUR FATHER

Accountancy Examinations Advertising and Sales Management A.R.I. Fire E. Examination Applied Mechanics Army Certificates Auctioneers and Estate Agents Aviation Engineering Banking Biology Book-keeping, Accountancy and Modern Business Methods B.Sc. (Eng.) B.Sc. (Estate Management) Building, Architecture and Clerk of Works Chemistry Civil Engineering Civil Services All Commercial Subjects Commercial Art Concrete and Structural Engineering Draughtsmanship. All branches Engineering. All branches, subjects and examinations General Education G.P.O. Eng. Dept.	Mining and Ventilation Insurance Mathematics Mechanics Metallurgy Mining, all subjects Mining, Electrical Engineering Motor Engineering Municipal and County Engineers Naval Architecture Pattern Making Police, Special Courses Preceptors, College of Pumps and Pumping Shorthand Radio Reception Road-Making and Maintenance Sailmaking Secretarial Exams. Shorthand (Pitman's) Structural Engineering Surveying Teachers of Handicrafts Telephony and Telegraphy Transport Inst. Exams. Weights and Measures "Imp." Wireless Telegraphy and Telephony Works Managers
--	--

IF YOU DO NOT SEE YOUR OWN REQUIREMENTS ABOVE, WRITE TO US ON ANY SUBJECT IT COSTS NOTHING TO ENQUIRE

WE TEACH BY POST IN ALL PARTS OF THE WORLD

Also ask for our New Book (FREE OF CHARGE)

THE HUMAN MACHINE
Secrets of Success

Note Address Carefully

THE BENNETT COLLEGE, LTD.
(Dept. 31), SHEFFIELD.

DOING unusual things and seeing strange places has always seemed to me the pith of life. So, when Sir Baldwin Spencer, late a professor of biology at Melbourne University, invited me to accompany his expedition to Terra del Fuego, to study the habits of the natives round Cape Horn, I jumped at the chance.

I had been his secretary here in London for some time. I knew a good deal about the research work he had done among the native tribes of Australia, and he felt I would be useful.

We left England on February 19, 1929, in a cargo-boat belonging to the Blue Star Line—the only one available which had for its destination Magallanes, the principal one of the few scattered settlements on the islands and mainland at the extreme south of South America.

As the *Tudorstar* was not a passenger-ship, we had to "sign on" with the crew at Newcastle—the professor as purser, I as stewardess.

NEVER for a moment was there even a hint or foreboding of the terrible dual race against death and fate with which the expedition was to end.

Sir Baldwin Spencer's original intention was to make Magallanes his headquarters, and from there to do his research work among the natives on the mainland.

The Indians who inhabit Terra del Fuego are very primitive, and in many respects similar to the Australian Aborigines. It was this similarity which had brought us all the thousands of miles from England.

The professor wished to compare them with the native tribes he had studied in Australia.

He already knew of the existence of two distinct tribes of Indians in this vicinity—the Alakalufs and the Onas. But shortly after we arrived at Magallanes we heard of a third and even more ancient tribe, the Yaghans.

But they lived on the islands even further south, 300 miles along the Beagle Channel.

To go there meant giving up all civilised comforts.

I confess I was as thrilled at the idea of the trip as the professor, because it would mean I was the first white woman to visit these wild and desolate islands.

In less than a month after our arrival at Magallanes we had embarked on a little 40-ton cutter for a settlement on the very south of Terra del Fuego, called Ushual.

At Ushual we left the cutter, and after a short stay transferred our baggage and ourselves to a 2-ton cutter which was to take us further south to Rio Douglas, on Navarin Island.

This was to be the centre of our activities among the Yaghans, and we stayed there as the guests of two brothers, sons of the Rev. J. Williams, who had been a missionary on the island.

The "estancia" belonging to these two young men is the nucleus of an encampment at Rio Douglas. They make their living by exporting frozen mutton.

There were a few Yaghans here, and the professor set to work at once to

The Race DEATH WON—



"We tried to tow the schooner from the small row boat. The men had a terrible task..."

—and LOST!

by a
Woman Explorer

study them. By dint of much hard work he learnt a little of their language.

The Yaghans are Indians, but primitive and degenerate. They have no homes and no idea of making any. Their one possession is a little open, flat-bottomed boat, and in this the whole family, including, cats, dogs and any other pets, live.

In the centre of the boat is an earthen floor, and on this a fire is made. Occasionally they go ashore and build a kind of wigwam, but they remain only for a short time.

The boat is really their home—easily moved about as they roam from cove to cove in search of otter, whose skins they sell, or of fish, their only food.

AFTER waiting patiently for several weeks, we had managed to find one old Yaghan woman who was known as the witch of her tribe. In the past she had enjoyed the honour of strangling or finishing off any member of the tribe thought better out of the way!

But, unfortunately, she could not understand any but her native tongue, and so what could have been a mine of information was closed to us.

Finally, the professor decided to make the short journey to Beale Island, where

there was another Yaghan woman, who could speak some English.

We set out for the Murray Narrows, where the old woman was camping, in a little boat.

After a very rough passage, which took us four hours instead of two, though the distance was only fifteen miles, we arrived at the encampment safely.

Although only three o'clock in the afternoon, it was nearly dark when we settled in to the couple of disused huts which stood in a corner of the cove.

We found "Beale," the Yaghan woman we were seeking—very proud at the opportunity of exercising her limited knowledge of English. She was quite willing, even eager, to accompany us

(Continued on page 24)



**"A FINE CIGARETTE . . .
AND CONSIDER THE FINANCIAL RETURN" ★**

*"Kensitas gives me everything I want in a cigarette
. . . mildness, and complete smoking satisfaction."*



*"Jenkyn . . .
the Hall Mark
of Fine Quality"*

Discover for yourself the delicious quality of Kensitas' fine Virginia tobaccos—every golden shred enriched and purified by the Kensitas Private Process. That's why Kensitas are so mild, and so satisfying. Kensitas have broken away from the traditional practice common among manufacturers of including cards and inserts of little or no value in packets of cigarettes. Instead you will find 5 CERTIFICATES IN EVERY PACKET OF TWENTY KENSITAS.

Kensitas

They're mild...and how they satisfy!

★ **INTELLIGENT ECONOMY**

Wise men spend money carefully. There is an intelligent economy . . . 5 certificates in every packet of Twenty Kensitas . . . which is enabling thousands of individuals to obtain additional things without exceeding their normal budget. One man obtained the following during a twelve-month. He smokes a packet of 20 Kensitas a day, giving him an available yearly total of 1825 certificates:

	Kensitas Certificates
"Valet" Razor Set . . .	200
Chromium Plated Shaving Mirror . . .	275
Umbrella . . .	495
Treasury Note Case . . .	100
"Conklin" Pen . . .	225
Leather Attache Case . . .	295
Snake Link Key Chain . . .	50
Tennis Press . . .	100
Suede Leather Belt . . .	85
	1825

A very beautiful book illustrating this Intelligent Economy will be posted on request by J. Wix & Sons Ltd., 210 Old Street, London, E.C.1.



Libby's

COOKED BEEF CORNED BEEF

A dainty meal
for
a summer's day

Serve Libby's Corned Beef in slices with salad for midday or evening meals in Summer.

Libby's Corned Beef is tender and appetising and makes a wonderfully inexpensive meal.



In family size tins
Your grocer will supply you

L.B. 32-100



Serve the Cold Meat with
Military Pickle and
grumbles turn to smiles.

Hayward's MILITARY PICKLE

STIMULATING, SATISFYING,
DIGESTIVE

Of all Grocers

10½d. & 1/6 per bottle.

If you like the Pickle
you'll love the Sauce

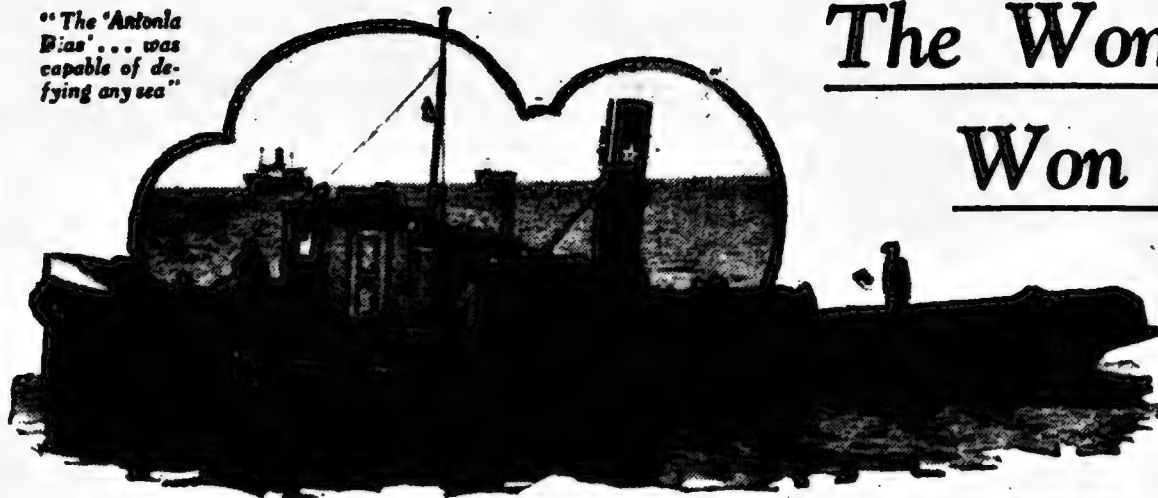
MILITARY SAUCE

Delicious with Steaks, Fish, &c.

6d. & 9d. per bottle.

HAYWARD BROS., LTD.,
KENNINGTON, S.E.11.

"The 'Antonia
Dias'... was
capable of de-
fying any sea"



(Continued from page 22)

back to Rio Douglas and to act as a go-between to the old witch woman.

But her husband had different views. At first he refused his consent flatly.

It was four days before he finally capitulated, and our stores were already mostly gone. Bessie had been a great help in this emergency. She was a wonderful hand at catching fish and loved it. I sat out with her in the boat one day while she fished in the little cove.

All the time she jabbered away in her own language, moving her line gently up and down the boat, catching fish so fast that she seemed to be hypnotising them.

"Big fella pass by," she would murmur softly to me in English, and almost before I had heard what she said "big fella" would be lying in the boat. She said she was able to bewitch them on to her line!

IT was on July 3, 1929, that finally the old man gave his permission for us to take Bessie back to Rio Douglas. The next day storms prevented us from leaving, as the seas were too heavy for our little craft.

That night the professor was suddenly taken ill. In the morning, although the violent attack had passed, he was too weak for us to move him.

That was the beginning for me of the most terrible three weeks I have ever known.

Mr Ken Williams, our host at Rio Douglas, who had come with us to Hoste Island, wanted to take his cutter and fetch the only doctor in those parts, from Ushuaia, eighteen miles away.

But the professor was very firm in forbidding it. All he needed, he insisted, was rest.

The next day there was no improvement in his condition, and on the following morning, after much hard talking, he agreed that we should send to Ushuaia for the doctor.

The distance was only eighteen miles, but before he could return a terrible wind blew up from the south-west. In stormy weather the seas round Cape Horn are so dangerous that it was impossible for Mr. Williams to return that evening.

I shall never forget the horrors of that night. I was alone with the professor, who was very ill and for whom I could do nothing.

A terrible wind howled round the hut and made our desolate position seem more dreary still—cut off as we were from every civilised help.

To add to my miseries, that afternoon a strange cutter had put in to the little cove, bringing drink to the Yaghans.

Now, these primitive people will sell their souls for a glass of liquor. On this occasion they were well supplied, and during the whole night carried on the wildest and most diabolical orgy.

BUT even the most terrible of nights must come to an end, and with morning came Mr. Williams. He came, however, without the doctor, who was himself ill in bed in Ushuaia, and brought instead a bottle of medicine and instructions to give the professor a very light diet of eggs and milk.

As the days passed and the professor did not improve—seemed, in fact, to get weaker—I became desperate. It was clear that the only possible thing was to get back to Magallanes as quickly as possible. But how? Our cutter was quite inadequate for the 300 miles' journey along the most dangerous channel in the world.

Vainly we waited for the Government boat, which was reported to be due in

a few days. By July 11, when the professor had been ill for a week, I sent again to Ushuaia, only to find that the Government boat had not even left Magallanes.

Realising how serious was the professor's condition, however, friends at Ushuaia had arranged for a little 80-ton schooner, called the *Renalto*, which was leaving for Magallanes in two or three days' time, to put in at Murray Narrows and take us on board.

The schooner was due in the early morning of Monday, July 15. What those days of waiting meant no one can know. And, alas! when it did arrive at the expected time, it was too late. The professor was dead.

What was I to do? That was the question that had kept recurring all through Sunday.

Cut off as I was, it was absolutely impossible to communicate with his people at home in England. Whatever I did I must decide alone.

When the *Renalto* came on Monday morning early, I confronted the captain with what was almost an ultimatum. I would not go back to Magallanes without the professor.

Reluctantly the captain agreed to take us both, though very much against his will. Most of our belongings were, of course, at Rio Douglas. I needed time to go and get them. Well! He could not wait for me longer than a day. What would I do?

My reply was that I would go to Rio Douglas, be back with our belongings, and have everything ready to depart in the required time. So, with a Spanish sailor in a small cutter, I set out. Luckily the weather was fine and we covered the fifteen miles quickly.

But I had only an hour in which to pack up everything, including the scattered museum collection.

At nine o'clock next morning we left Murray Narrows in the *Renalto*. It was then eleven days since the professor had first fallen ill. It seemed as if I had already lived through the worst that could happen to me.

HAD I but known it, I was still to be beset by almost overwhelming hardships and difficulties.

Very soon we encountered the roughest storms that had been experienced round Cape Horn for over nine years.

The Beagle Channel under the best of conditions is a difficult and dangerous passage. In such storms as these we were in continual danger of shipwreck.

Most of the time we had to anchor at night, and even during the day the snow squalls blotted out every landmark so that more than once we lost our way.

On the third night at sea the fury of the storm drove us against some rocks, and the men had to go ashore in a row boat with ropes to pull us off.

By now the crew, who, even at the start, were reluctant to have a dead man on board, had grown thoroughly superstitious.

This feeling was strengthened when our engine failed before we were out of Cockburn Channel. The crank shaft had broken. And whereas for days we had been buffeted by the roughest winds, now we lay becalmed.

After a desperate and unavailing attempt to mend the engine, the captain sent for me.

The crew refused to risk their lives by rowing in a small boat twenty miles to San Isidro lighthouse, unless the captain went with them.

He proposed three things: That I should remain on the schooner while he and the crew went for help; that we should put the professor's body ashore while we all went in the row boat, or

The Woman who Won Through

that we should wait for the wind.

I scouted the first two proposals and, after much hard talking, I persuaded them that our only hope was to stick together.

As there was no wind, we tried to tow

the schooner from the small row boat. Two men had an oar each on the schooner, three rowed on the small boat, and I was steering.

The men had a terrible task. It was bitterly cold and a steady drizzling rain was falling. They got wet through and their hands were blistered.

My own task was difficult enough trying to steer the vessel clear of dangerous rocks. After a hard and long day's work we had made only six miles. At night we anchored.

ON the third day we began in the early morning with a fair wind, and for several hours sailed before it, making good progress.

But this fortune was too good to hold. Half-way through the morning we suddenly felt a south-west wind coming in concentrated and relentless fury.

One furious gust broke our mainsail-sheet and swamped the tow boat, and one of the crew narrowly escaped being washed away.

The glowering snow mountains we had been striving to pass quickly receded, as we travelled at a terrific speed. Forced to our bunks in the chainlocker, the booming and the hissing of the sea as our boat competed with the furies were indescribable.

Snow squalls at intervals added to the captain's difficulties, who, without food, steered and shrieked at his crew until midnight, when the wind turned against us and we anchored off San Isidro lighthouse.

We were now only twelve miles from Magallanes, and in spite of the heavy seas running, the captain and Mr. Williams succeeded in rowing me along the coast to a landing-place, where after walking a couple of miles I was able to telephone to the English Consul.

He assured me that he would send help as soon as possible, and in the meantime we returned to the *Renalto*.

After two and a half hours of awful waiting, the rescue boat appeared. But even this was not the end of our troubles. The sea had grown in fury, and at every attempt to tranship us the waves threatened to break one vessel against the other. Finally, after one nearly fatal attempt, it had to be abandoned.

So we lay anchored in the storm all day, until, towards evening, the excited yelling of the sailors announced the arrival of the second rescue boat.

This was the *Antonia Dias*, which managed to come alongside, and quickly and successfully we transhipped, leaving the luggage and the museum collection on the *Renalto*.

FROM the small glassed-in steering-box of the *Antonia Dias*, which shipped every wave, and seemed as much under the water as on the water, it appeared only a matter of time till we should be entirely submerged.

But I knew nothing of the fame of this tugboat, which was supposed to be capable of defying any sea. In less than two hours we arrived safely at Magallanes.

The *Renalto* came in late next day almost intact with our luggage and the museum collection.

Thus my nightmare ordeal came to an end; but the memory of those grim weeks in the desolate wastes will remain with me for ever.

NEXT WEEK: A reader who was brought back to life after being "dead" for ten minutes tells of her sensations while on the threshold of the great beyond.

NOW FOR A WHITER WASH!



"CLOTHES A PURE WHITE NOW"

"I really have a tremendous lot to thank New Rinso for — it gives me the whitest washes I've ever had in my life — and the easiest washdays as well. I use it for soaking and boiling — its creamy lather is just perfect for colours too." Mrs. F. SHAW, 383 High Street "West," Fenton, Stoke-on-Trent.



Mrs. Shaw is only one of thousands of wise housewives who are now using this New Rinso. For everywhere, all over the country, the news about it spreads — women tell each other how it has helped them with all their wash — so every week more and more of them turn to this wonderful new washing way.

In your town alone *hundreds* more women were using New Rinso last Monday — hundreds more will next Monday!

Whiter washes! Easier, freer washdays! Remember — you can have them, too — ask your grocer or dealer for New Rinso and use it the next time you wash.

NEW RINSO — best for boiling as well as for soaking and washing. At your grocers and dealers. 3½d. 6d. 10d.

R. S. HUDSON LTD., LIVERPOOL, WEST BROMWICH AND LONDON

B 574-72



'the imperdence!

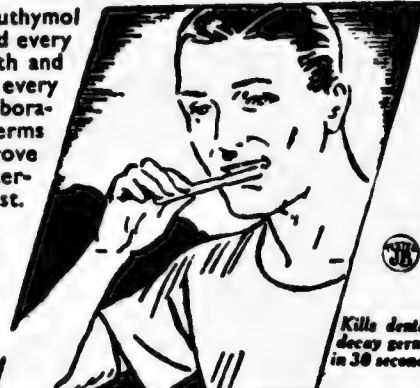
In with the groceries? . . . it's nothing of the sort . . . Well, no doubt you did—but where's me Robin Starch? . . . Oh, no, it isn't—no sign of it . . . Now, listen to me, young man. It's Mrs. Rawlins speaking, from Mrs. 'Olt's, and I've a mountain of white things waiting . . . But put yourself in my place—'ow am I to manage? . . . No, you know quite well I a'ways have Robin. Robin's half the battle. Besides—I 'appen to take a pride . . . Ah, there you are, you see. I knew you hadn't put it in . . . No, dearie, not if you'll send it up at once."

ROBIN STARCH [®] is mixed in a wink. The gloss is in it—you add nothing but water. With either hot or cold starching you get a professional finish.

Take the bit between *your* teeth!

If the 'bit' is a tooth brush spread with Euthymol which visits your teeth every morning and every night, you are assured of a fragrant mouth and sweet breath. Euthymol searches out every nook and cranny of the mouth and, as laboratory tests show, will kill dental decay germs within 30 seconds. A week's free trial will prove to you how refreshing Euthymol can be. Afterwards buy large 1/3d. tubes from your chemist.

Euthymol
TOOTH PASTE



Kills dental decay germs in 30 seconds



To Euthymol, Dept. 67/36, 50, Beak St., London, W.1
Please send me a free sample of Euthymol Tooth Paste.

NAME.....

ADDRESS.....

Be Wise—Euthymol—



the SIMPLE WAY

CYCLES, Cars, Motor-bikes—

they must be kept smart—especially during the sunny months. Go to it quickly—it's a simple, fascinating, economical business to retouch and renovate with Robbialac. This famous enamel dresses your machine in a new coat of lustrous sleekness. It flows on smoothly, evenly, without brush mark or blemish; it dries with a rich, brilliant surface that cannot crack, chip or peel. You can't go wrong with Robbialac.

ROBBIALAC

The Superlative Enamel for
Cycles, Motor Cycles & Cars

FREE LEAFLETS tell you exactly how to use Robbialac on (1) Cycles or Motor Cycles (2) Cars. Send P.C. for whichever you need. ROBBIALAC WORKS (Dept. 2 J.B.3), STRATFORD, E.13.

EAT A HEARTY MEAL —AND ENJOY IT!

Why not? All that pain and flatulence you get after eating a good meal is simply the result of harmful acid at work in the stomach. It creates a state of fermentation which will continue to exist only so long as you allow it to. You can get rid of the acid, fermentation and discomfort at once by taking a little 'Bisurated' Magnesia, which costs but 1s. 3d. a package. Thousands who suffered for years from such troubles as indigestion, dyspepsia, ga-tritis and acidity and could find no relief have taken 'Bisurated' Magnesia on medical advice, and have found their troubles go instantly, to return no more. Such cases are not isolated or unusual ones, for 'Bisurated' Magnesia succeeds in practically every instance.

"My Corns disappeared"

AFTER 10 YEARS SUFFERING

"For over ten years I have suffered with corns, callouses, tired and tender feet. On the pads of both feet I had corns as large as half crown pieces. I tried 'Reudel Bath Saltrates' in a foot-bath and cannot tell you the relief it has given me. It's a treat to be able to walk in comfort instead of falling along as I used to."

(Signed) J. C. B., Seven Kings, Essex.

Merely dissolve a small handful of 'Reudel Bath Saltrates' in a bowl of hot water; rest the feet in it and you will enjoy instant relief; aches, tiredness, and tenderness disappear immediately, while hard, painful corns are softened so they trouble you no more. 'Reudel Bath Saltrates' is obtainable of any chemist at 1/6, large YELLOW packet. Its use will ensure healthy feet that are always comfortable.

A Sacrifice No Girl Should Make

THIS week I want to deal with some of the causes that lead to disruption in the family circle. There are, of course, causes that are unavoidable, such as having to leave home on account of work. But there are others that are definitely preventable. One of the most common is where people deliberately trade upon the good nature of their relations.

There are folk who demand, without shame and as a right, sacrifices from those near and dear to them which nobody should be asked to make.

Here, for instance, is an example where a man and his wife are obviously thinking only of their own temporary difficulty, without any consideration whatever for the one to whom the request is made.

The letter comes from a girl, and she writes:

"My mother died when I was five, and, from the age of ten till I was twenty-one, I kept house for my father and brothers."

"I had always longed to be a nurse and eventually the opportunity came. I joined the staff of a mental hospital fairly near home and I had a day and a half off duty each week, so that I was able to go home and keep a general eye on things there."

"I spent nearly four years in this way, gained my M.P.A. certificate and saved a little money to help me through my general training. Although it has been desperately hard and the pay poor, I have been very happy. Now I have started my last year of training and have only my final examinations to take."

"Unfortunately my married sister has fallen seriously ill and requires complete mental and physical rest. The family seem to think I should go and nurse her, and there is a boy of twelve to be looked after, too."

"Although my sister's husband is working, he is not in a position to keep me indefinitely, and I wonder if I should be justified in giving up my training to go and help them. Or should I carry on and finish my course?"

There are some problems submitted to me where I hesitate a long time before deciding upon the right advice to give. But in this case my mind is perfectly clear.

The struggle of my correspondent to carve out a useful career for herself deserves the highest praise. And it would be a thousand pities if her aim were to be frustrated when so near its goal.

Let us consider the position. Her sister married and secured her future and apparently left this young girl to struggle alone with those family responsibilities. Not only has she managed to keep an eye on the men-folk at home, but she has nearly finished the course that will make her a qualified nurse.

It would be grossly unfair now, when

SIDE-SLIPS

Examples of unconscious humour from the current Press are welcomed. Actual cuttings must be sent. 2/6 is paid to the sender of each item published. Mark envelopes "Side-Slips." When the same "slip" is sent by more than one reader, prize is awarded to first opened.

MIDDLESEX COUNTY TIMES:—"— was fined 10s. for allowing two HOUSES to stray."

LYNN NEWS AND COUNTY PRESS:—"When he did hook the ball in Bunting WAS READING."

GLAMORGAN COUNTY TIMES:—"The chief bridesmaid was Miss —. There were four other DEFENDANTS."

ADVENTURE:—"Ginger thrust another hunk of bread into his MIND."

BURY FREE PRESS:—"The Manchester City men will wear white numbers on their scarlet SKIRTS."

HULL DAILY MAIL:—"The local side obtained over 100 runs without loss when STAMPS were drawn."

DAILY TELEGRAPH:—"Marcel Thil, the word middle-weight champion."

EVENING NEWS:—"We were eight weeks in NEW YORK, all on our own," writes Miss — of a visit to the American CAPITAL."

MOTOR CYCLING:—"Twenty-four SOLES, nine sidcars and seven three-wheelers gained silver medals"



"She has carved out a useful career for herself. It would be a thousand pities if her aim were to be frustrated..."

HUMAN DOCUMENTS
probed by
PHILIP INMAN

all the drudgery is over and victory is within her grasp, that she should have to forfeit all her future prospects.

Besides, quite frankly, there does not seem to be any real reason for such a sacrifice. Her brother-in-law is in work and the child of the marriage is beginning to grow up. If help is needed in the home that man should engage it from outside.

It is sheer selfishness to expect the sister-in-law to give up her career simply because she is a relative. And I strongly advise my correspondent not to do so.

My second letter comes from a young married man, who tells me that he is thirty years old and has one child, a boy of four.

"I am in a good position," he goes on, "and we live quite comfortably and are able, as well, to put by a nice little sum against a rainy day."

If the letter only stopped there, what more could anybody wish? Marriage, with a child to bless the union—good position—comfortable home—able to save! But—alas, there always seems to be a *but!*—and this one is of rather an exceptional kind. We often hear about the wastrel son. It is a change—an unpleasant change—to hear about the scapegrace father. And this letter continues:

"My father, who is a widower—my mother died five years ago—is a constant drain upon me. First, he got into arrears with his rent, and came to me to help him out. Then, through neglect, he lost his job, and I agreed to make him a small allowance every week. Now he has a county court writ against him and is threatened with imprisonment unless a fairly large sum is paid at once. Although I have always felt it to be the duty of a child to look after a parent and, for my mother's sake, have been patient, I begin to feel I am reaching the end of my tether."

This seems to be one of those cases of the "willing horse." In every predicament this young man has come to his father's rescue. He has done his duty nobly. Far more than his duty in the opinion of many people.

We cry shame whenever a son "sponges" on his parents. It is equally disgraceful for a parent to trespass upon his son's generosity. And this father should be told at once that this financial help will not go on.

After all, my correspondent has his

who is JOHN BULL's "Humanist," and always ready to help you. Write to him at 93, Long Acre, London, W.C.2, and enclose a stamped envelope. £1 ls. will be paid for each letter quoted on this page.

own responsibilities. He is married and has a child and he owes a duty to them. The father has no wife to provide for—all his responsibility seems to be "under his own hat." Unless he is, physically unfit or there is some other valid reason, he must be made to fend for himself.

Now, whilst I am on this subject, let me touch upon another problem—indeed, one of the most common of all the problems sent to me. There seems to be a perpetual tug-of-war between a man's duty to himself to make a career and his desire not to keep his girl waiting too long before "naming the day." Here is one typical case:

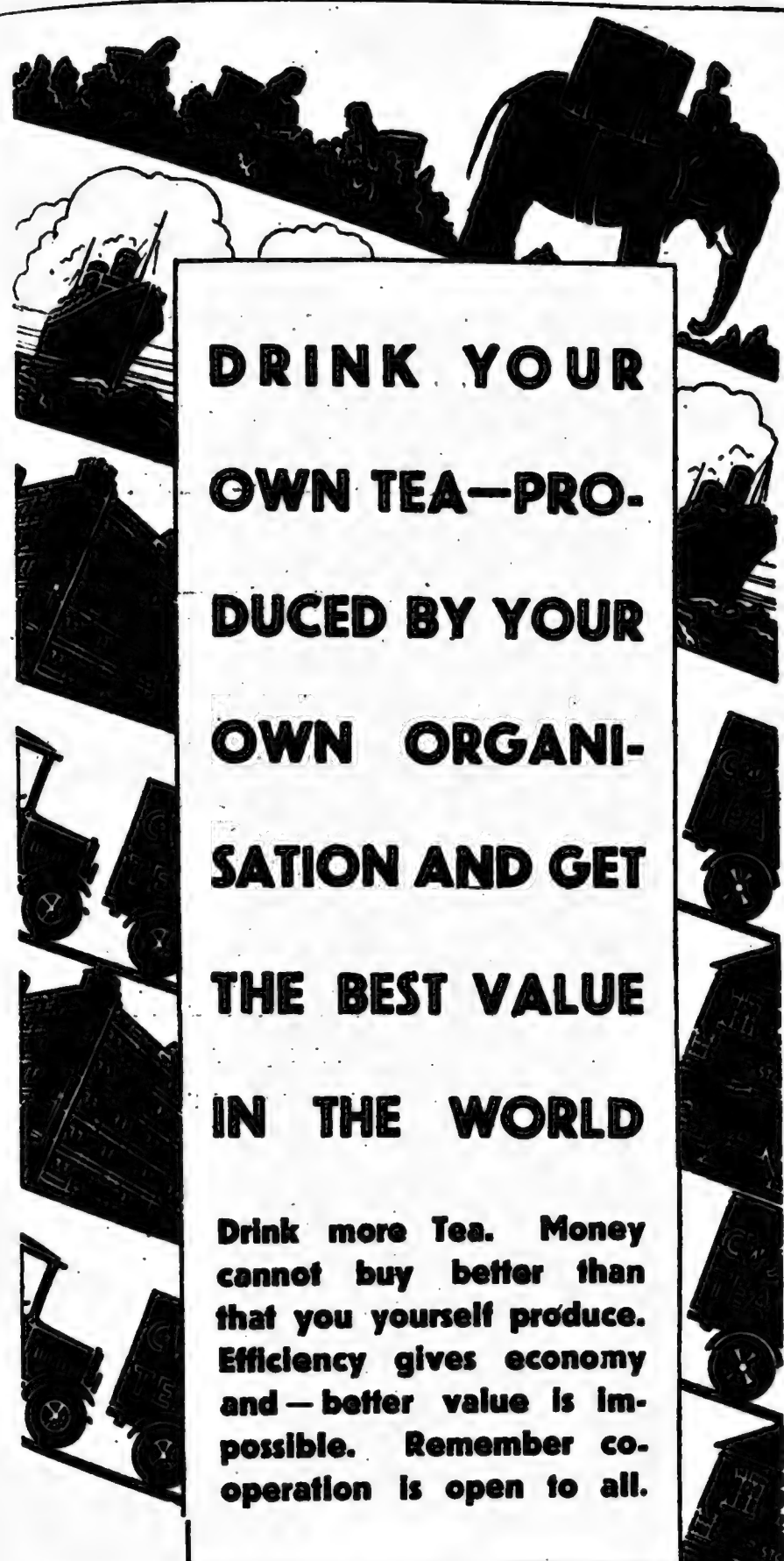
"I have been going about a good deal during the last few months with a girl. We get on very well together and I am very fond of her. I have, of course, said nothing about marriage yet, because I am not in a position to do so for some time to come."

"It is necessary for me to establish myself in my career and make enough to support a wife. Unfortunately my girl appears to take it for granted that we are to be married shortly and, to my surprise, I find that her parents are of the same opinion."

If my letters are any criterion, many parents seem to take a delight in "jockeying" a young man into marriage. And the girls are only too ready to aid and abet them. They forget that marriage does not end with the bells, but that it is actually a prelude to the bills. And, unless there is enough coming into the home to make ends meet, domestic shipwreck results.

My correspondent seems to be a sensible young fellow. "I have got to make enough to support a wife," he says. It is the only sane attitude to adopt.

My advice to him is to refuse to be rushed. If I were in his place, I should put before that girl quite plainly his own position. If she cares for him, I have no doubt what she will say. If, however, she refuses to see reason, that would be sufficient evidence to me that she is hardly likely to make a satisfactory wife for any ambitious young man.



**DRINK YOUR
OWN TEA—PRO-
DUCED BY YOUR
OWN ORGANI-
SATION AND GET
THE BEST VALUE
IN THE WORLD**

Drink more Tea. Money cannot buy better than that you yourself produce. Efficiency gives economy and—better value is impossible. Remember co-operation is open to all.

ENGLISH & SCOTTISH JOINT

C.W.S. TEA
Drink it Always

A range of blends for all tastes at prices to suit all pockets.

OBTAINABLE FROM ALL
CO-OPERATIVE SOCIETIES



ONE CUP OF TEA IN EVERY 5 IS ESS JT C.W.S. TEA

Issued by the English & Scottish Joint Co-operative Wholesale Society, Ltd.

TO BE SNAPPED UP FOR NOTHING!

SUMMER'S HERE—and here are Nestlé's Gifts that will make summer live! A folding Coronet camera—the kind of camera you've often longed for—complete with portrait attachment, giving snapshots and time exposures, taking 2½" x 3½" pictures! Or else that handy Box Camera also made by Coronet, taking 2½" x 3½" pictures; two clear view-finders. 'T' and 'I' shutter. Start gathering in those Nestlé's coupons to-day. There are hundreds of valuable Free Gifts like these splendid cameras to choose from in the new Nestlé's Gift Book—and a coupon or part coupon with

all the wrapped varieties of Nestlé's Chocolate from the 2d. bar upwards.

FREE

FOLDING CAMERA.
Made by Coronet. 2½" x 3½" T and I shutter. Complete with portrait attachment.
G.456. 455 Coupons



BOX CAMERA.
Made in England by Coronet. 2½" x 3½". Two clear view-finders. T&I shutter.
G.455 140 Coupons

BOX CAMERA CASE Waterproof.
G.136. 50 Coupons

Other marvellous Nestlé's Gifts
Suit Cases, Jumpers, Tablecloths, Jewellery, Bed Linen, Celanese Lingerie, Wristlet Watches, Pewter Tea Sets, Dinner Services, E.P.N.S. Tableware, Brushes, etc.

Write for Nestlé's Free Gift Book now!

NESTLÉ'S CHOCOLATE

To Nestlé's (Gift Dept.) Silverthorne Rd., Battersea, London, S.W.8
Please send me the NEW Nestlé's free gift book and voucher for 5 FREE COUPONS
32/10.6.33

NAME _____
(IN BLOCK CAPITALS)

Address _____

This offer applies only to Great Britain & N. Ireland. Id. stamp sufficient if envelope is unsealed.

FIVE FREE COUPONS

CHAMPION....!**says Gracie Fields**

Miss Gracie Fields, the world-famous Comedienne, writes:—"When girls ask me to recommend for their complexions, I always advise Potter & Moore's Powder-Cream. It's grand what a difference it makes to the skin—and it's marvellous how they have combined the Powder and Cream and even included a mirror on the dainty jar. Just you try it!—it's real champion."

**POWDER
CREAM
MIRROR
ALL
IN ONE
1/-**

In all shades. From Chemists, Cafés and Stores.



This price does not apply to the I.F.S.

**Potter & Moore's
MITCHAM LAVENDER
POWDER-CREAM**

Send for this Free Gift Book.

There are hundreds of valuable Free Gifts offered in the Nestlé's Gift Book, a copy of which will be sent to every reader of JOHN BULL who simply fills in the coupon on p. 27. Together with the Gift Book will also be sent a voucher for Five Free Coupons. Don't forget to post the coupon, which will bring you full particulars of the Gifts available, all of sterling quality, a number of which appear in the advertisement on p. 27.

REMOVE THE CAUSE OF STOMACH ULCER.

Few people realise that the most serious form of stomach trouble, such as duodenal or gastric ulcers, develops in nearly every case because early symptoms are neglected.

Constant sick headaches, biliousness, stomach pains, indigestion of all kinds, are warnings of more serious trouble to come and the cause should be removed at once.

This is perfectly easy, for the very worst cases of indigestion rapidly yield to what is known as the Maclean Formula, the cure now used in the Clinics of the leading hospitals. Any doctor will tell you it has brought relief and cure in thousands of cases which otherwise would have meant a serious operation.

And now you can get all the benefits of the Maclean Formula, ready packed for your own use, under the name Maclean Brand Stomach Powder. Try it to-day. Only be sure to ask your chemist for the genuine Maclean Brand Stomach Powder under that exact name, with the signature "ALEX. C. MACLEAN." It is not sold loose, but only in 1/3, 2/- and 5/- bottles in cartons, of Powder or Tablets.



GRAVES LADY'S CYCLE BEATS THE WORLD FOR VALUE

Same quality as our man's "Flight" model with Dunlop Tyres, Dunlop Waterproof Gear, 14 1/2" Roadster Chain, Bright parts, Chromium Plated, and set of Accessories. Bargain Price is £3.17.6. No charge for installation. Delivered Carriage Paid for £2.2 now, and 10 monthly payments of 5/2. Gent's model same price. Write for CATALOGUE Gent's, Ladies & Juvenile's Cycles J. & GRAVES LTD. SHEFFIELD.

The Pit Epic of the Year—

HERE is a tale of humble men who wrestled with death to save their fellows a thousand feet deep in the gut of earth. For twenty-four hours after an explosion, down there, calmly entering strangling firedamp-filled roadways. Winning to the shaft, then deliberately turning their backs upon safety, to rescue the trapped ones.

Search the records of the wars of Alexander, Hannibal, Napoleon, Nelson; of great wars and little wars; bring up those dazzling deeds which are the haughty, overwhelming answer of the warrior to the plain man who recoils from war, and then silence them with this tale of Garswood Hall Colliery, Lancashire.

Patrick Daley and James Duffy, aged twenty years, James Armstrong and Harold Hesketh, aged eighteen years, were working on No. 5 Brow at 2 a.m. when Daley heard "a dull thud, the air seemed to change and a great cloud of dust came up the brow."

Black terror

Hesketh "heard a report just like the firing of a shot, which was followed by dust like a mist."

Duffy felt "a rush of wind."

Armstrong "saw a cloud of dust coming up the brow."

With twenty years of pit work behind me, I know the feeling of "suspension in mid-air" and hair-raising terror which seized those boys.

Infinite mystery lies in those zig-zag, tortuous miles of roadways where eternal night reigns—long, low, timbered, tunnelled darkness, where the light flashes on gleaming coal sides and menacing roof.

A dull thud, coked dust shot through the tunnels, and the deadliest poison-gas leisurely following; sure of its walled-in victims. Timber blown out; mighty falls of roof; indescribable destruction, chaos complete; all in the twinkling of an eye.

What of these four boys? To the shaft! And God grant you may attain to that upturned tunnel, when the cage will slide you silently up to Mother Earth, where stars wink in kind skies, and draughts of wonderful life-giving air will be deeply drunk. Did they arrive? They did, and went back inbye (towards the coal face) again, and yet again, to bring others with them.

Hesketh met a workman named Quinn coming up the brow (the steep inclined underground roadway). "He seemed dazed and did not speak much." They took him up the brow. The four passed through a door and "saw black fumes emerging, the air was warm and there was a smell like burning rubber."

Forward march!

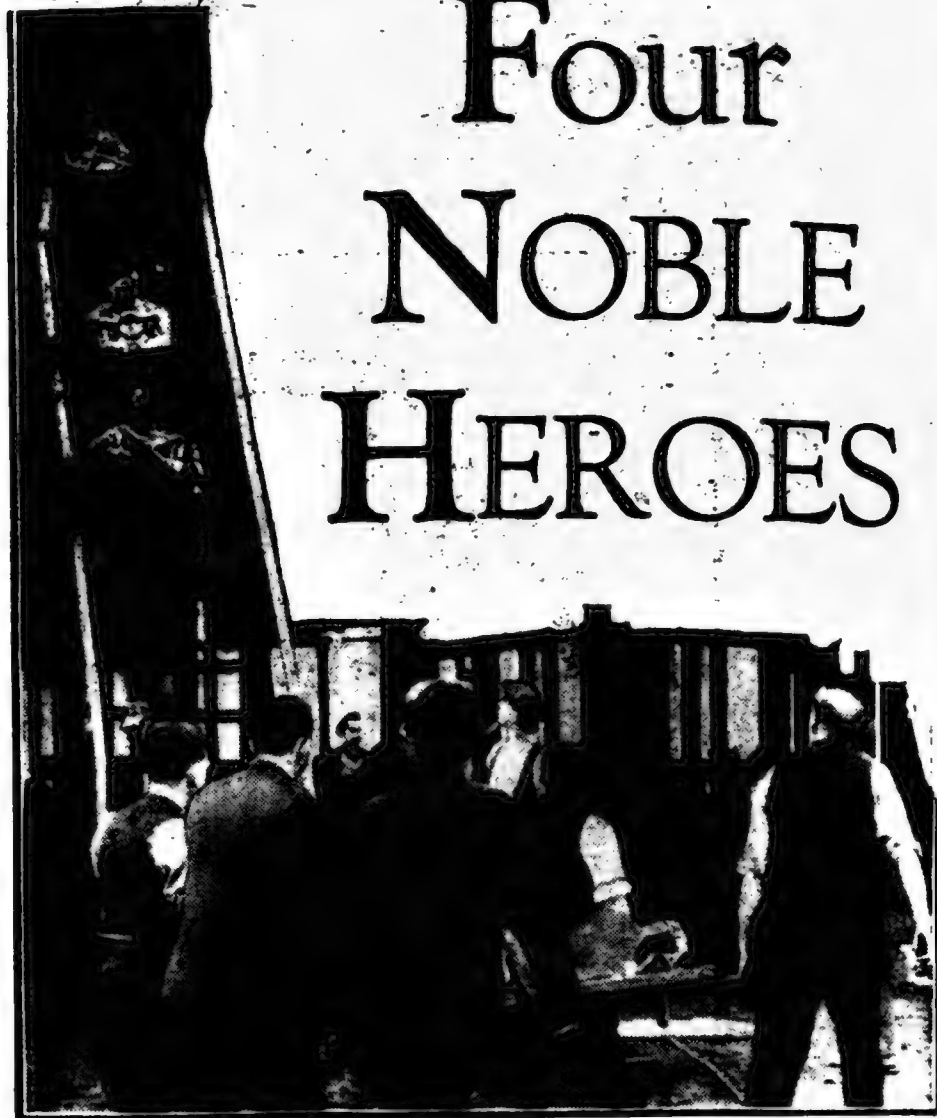
They retreated and were just going through another door "when there was a very loud report, and Daley and Duffy were blown off their feet. The air seemed to go backward; it behaved like a whirlwind." Explosion No. 2.

Quinn was seriously injured; died later. Duffy was hurt. Hesketh went to the pit bottom and told the onsetter, the man in charge of the shaft bottom, to telephone for help and also to warn a fireman in the north district. Fireman Bradshaw came to the pit bottom. He took them back to No. 5 Brow.

Colliers were collapsing.

Bradshaw, having helped two youths up the brow, went back to the pit bottom and telephoned to the browman, William Deakin, to warn all officials, ambulance men and doctors to come to No. 9 Pit to render assistance. He then told Daley and Duffy to go to the top of No. 5 Brow and wait for the fireman in the Orrell 4-foot, James Smith, to whom he had told the onsetter to telephone that he was to come outbye (to the shaft) by way of the haulage road, and bring his men with him.

He and those four boys did not seem to realise they had only to step into a cage and go silently, swiftly up to earth's beloved security. They forgot themselves. There were comrades away there in the remote black beyond, where



A grim scene at the pithead after the Edgehill disaster

by
Jack LAWSON,
M.P. for Chester-le-Street

death came creeping, in vicious, strangling, walled-in clouds, and twenty-seven lay dead. Backs were turned to safety, faces to the enemy. Forward march into Black Death!

Armstrong met George Dallimore, and offered to help him, but he replied: "No; I can manage. I am burned, I can feel the skin off my hands."

"I can manage." The need of others was greater. But Dallimore died.

The youths brought out more men and boys. Hesketh went to the surface to get some lamps—and returned, to No. 2 Brow, to give assistance.

Eric Garswood, who had been over-come, accompanied James Bradshaw to No. 2 Brow.

Armstrong, of full eighteen years, "gave assistance to men who were staggering or crawling on their hands and knees up that brow. He finally went to the pit bottom, but, being asked by the onsetter to show a fireman from another pit the way inbye, he did so." He found a man unconscious, helped to carry him to the pit bottom, and returned again to the No. 2 Brow, and from there with Hesketh took two men up the pit.

The rescuers went down again. Through the evidence, like a refrain, runs: "They went down; they went back again."

Parents and friends, awaiting them,

FORTUNE-TELLING SECRETS

Inside every copy of this week's Picturegoer is the third Free Gift Book of Fortune: "Prophecies—What the Stars and Cards Foretell." It is by Richard Dix, who tells you how to read hands and heads and lets you into many secrets and mysteries of fortune-telling.

Also in this issue is a final Four-Days-Only invitation extended to every reader of JOHN BULL to accept the Picturegoer's splendid new Presentation—The Film Favourites Autograph Birthday Album. This is an autograph book for your personal use—with a difference! More than 1,000 famous stars have already written their signatures for it and added autographs, epigrams, witty comments, and amusing sketches, diagrams or photographs.

Four NOBLE HEROES

clustered round the pit, silently watching the wheels. Home, desire of the Briton, passion of the miner—tender affection is there for them! But they turned their backs and went down. Only when Mr. Whitehead, Chief Colliery Agent, insisted did they "get their clothes and go home."

Four Lancashire pit boys. Gods of Greek legend in pit "duds"! But the tale of Garswood Hall has not finished; it is hardly begun.

"In poison fumes Garswood and Bradshaw are finding men and helping them up the brow. Garswood collapses, recovers, goes back yet again, until he collapses and must be at last taken out. But Bradshaw, excelsior! Nine times he goes down Brow No. 2, satisfies himself that all men are out, then goes on to No. 5. He dares again and yet again with others, bringing men out of the tomb.

"He came out of the mine at 2 p.m. For twelve hours he has been an epic on two legs."

And the tale has hardly begun... It mounts up and up until you are in a maelstrom of emotion.

Tale of James Smith

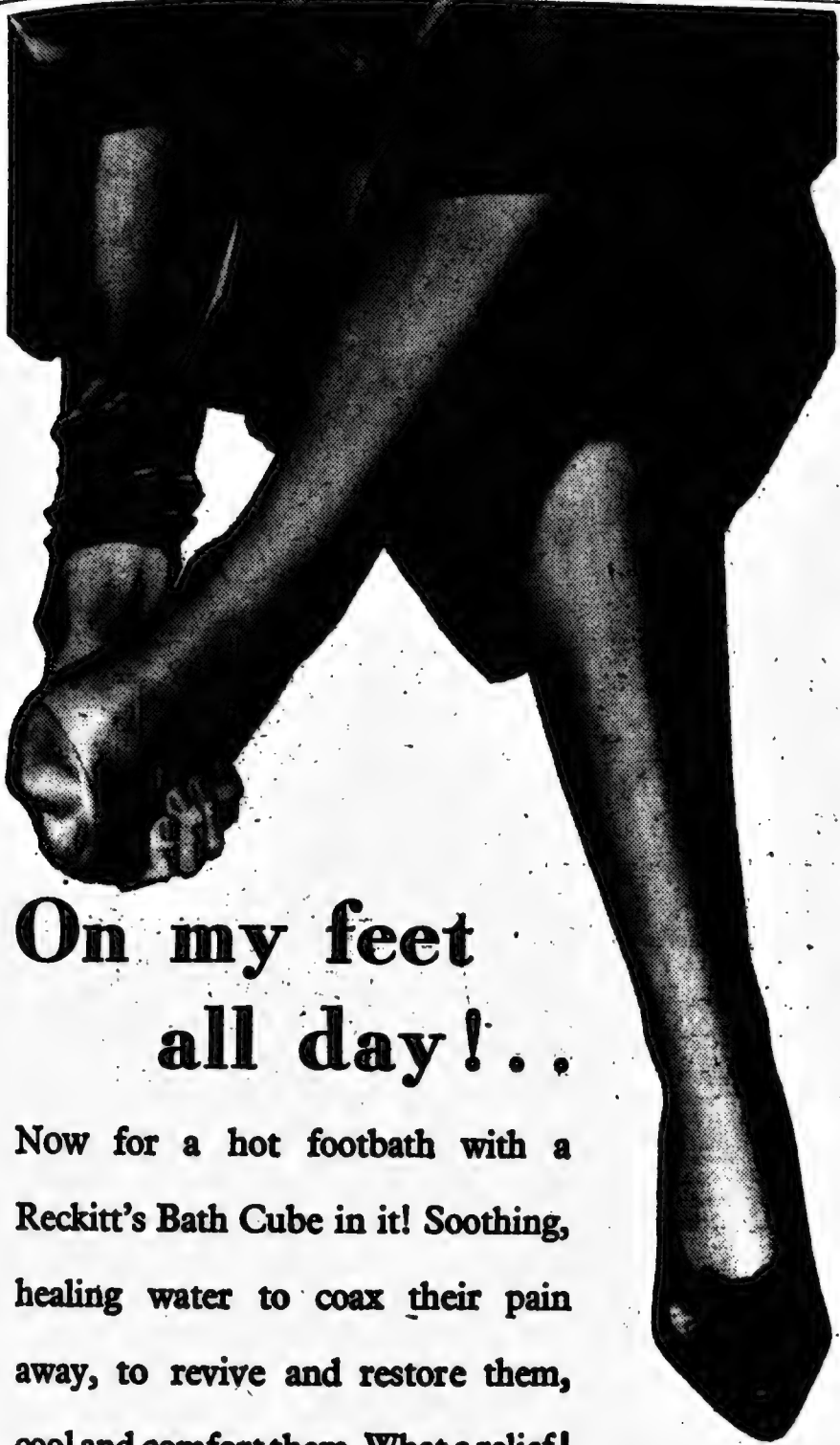
Mr. Peter Bullough, under-manager, "called for volunteers from amongst the men at the pit bottom, and then, telling the onsetter to let those who did not follow him go up the pit, set off inbye."

Did any go up? In the official language, "they all went inbye to help." Painter, poet, dramatist, eternal fame awaits you in that Lancashire pit scene. "They all went inbye."

And James Smith told at the inquest what happened inbye "with evident feeling." Mr. Bullough became "Peter." Calamity obliterates distinctions. Overcome, holding up, helping each other, carrying one who seemed dead, yet lives, away in there, staggering and reeling—that tale of James Smith, in Lancashire dialect, challenges the Drama of all time.

Just plain men, sometimes of crude speech, sometimes abrupt, giving much and getting little. Of such is the kingdom of Labour!

If the report of this explosion by Sir Henry Walker, Chief Inspector of Mines, had not been a Blue Book, it would have been the book of the year. Salute, Sir Henry!



On my feet
all day!..

Now for a hot footbath with a Reckitt's Bath Cube in it! Soothing, healing water to coax their pain away, to revive and restore them, cool and comfort them. What a relief!

Reckitt's BATH CUBES

* 2d. each, and in
cartons of 3 cubes
for 6d. or 6 for 1/-

RECKITT & SONS LTD., HULL AND LONDON

LAVENDER
LILY OF THE VALLEY
VERBENA
ESSENCE OF FLOWERS
PINK



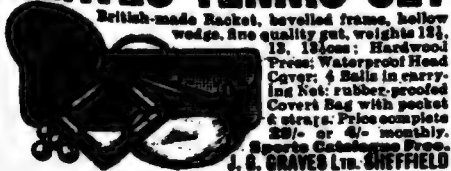
CUTICURA SOAP

Used in Every Country
in the World for
More than
Three Generations

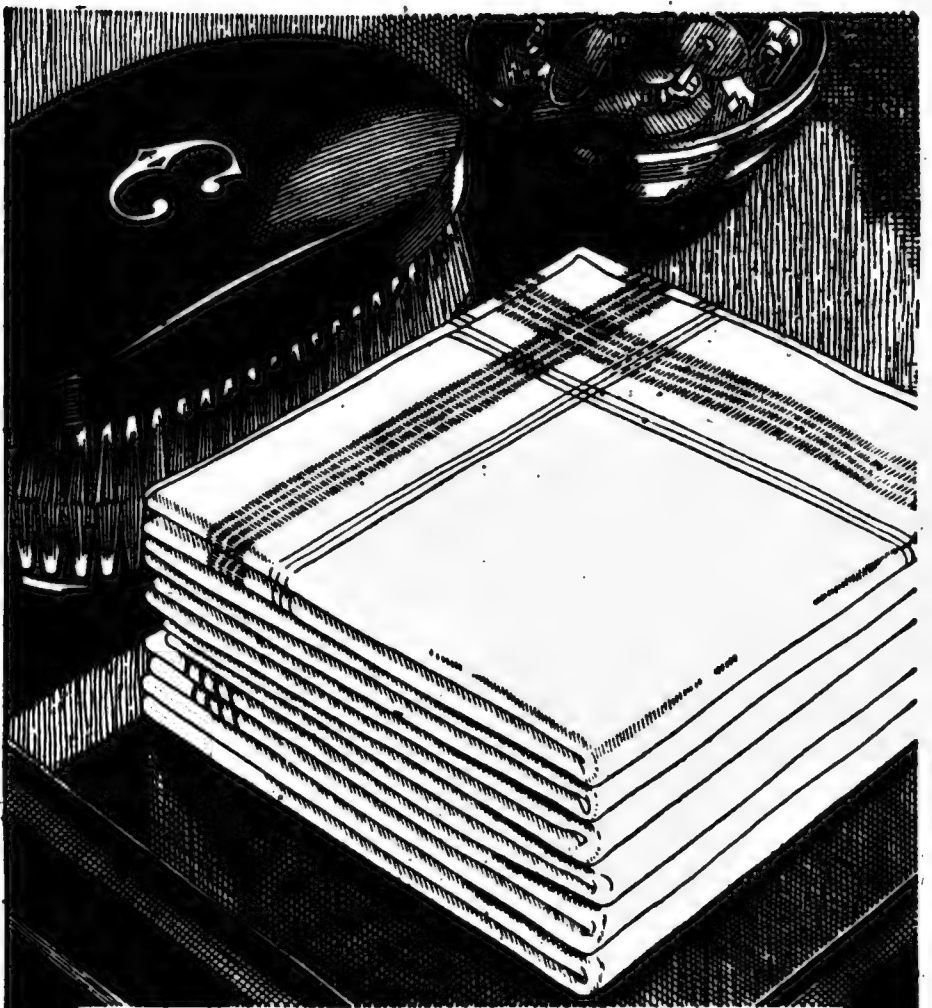


FROZEN NORTH TO SUNNY SOUTH

GRAVES TENNIS SET



GRAVES DRESSES YOU WELL



They're
perfect!
How can I
keep my
handkerchiefs so white?



A. It's simple, if you go about it the right way!
Q. Well, I soak and boil as well. Surely that's right?
A. You should use Persil's oxygen-charged suds, which wash *inside* the weave and go where ordinary soap never reaches. The mild, cleansing Persil lather takes out the rubbed-in dirt which ordinary washing passes over. The oxygen purifies them too!

Are you using the Free Persil Service?

The Persil Washing Service backs up Persil's advantages by offering free help and information about *all* washing at every Persil Institute. If you are not near a Persil Institute ask for the Persil Washing Handbook—a mine of practical information. Simply cut out this paragraph and send with your name and address to Dept. A. 72, Crossfield's, Warrington.



THE AMAZING OXYGEN WASHER

PER 401-66

JOSEPH CROSSFIELD & SONS LTD., WARRINGTON



"I would like all other INDIGESTION SUFFERERS to know . . ."

Read this amazing tribute to Moorland Indigestion Tablets

"Moorlands came as a godsend to me and will do the same to all those that give them a trial. I have been a sufferer from indigestion for the last 3 years. I spent pounds in medicines, etc., and I was introduced to your tablets which cured me long before I had taken the first box, now I would not be without them as they are a specific for all internal troubles. I would like all indigestion sufferers to know the best and most economical remedy—as I was pleased to know it." W. SMITH, HULL

IMPORTANT

Moorland Tablets contain 15 ingredients all necessary to relieve indigestion at once and gradually remove its cause. These ingredients are essential in every day diet. Many present day factory-produced foods are deprived of their natural salts while the valuable salts and calcium in vegetables are boiled away. Moorland Tablets contain calcium and those essentials to good health. Take two Moorland Tablets after meals and eat what you like.

* For sample test packet tin send 1½d. to cover postage.

Prices: 7½d., 1½ and Family Size 2½d. Moorland Powder 1½d.

MOORLAND BRAND INDIGESTION TABLETS

No proprietary rights claimed AT ALL CHEMISTS
W. B. CARTWRIGHT, LTD.
Rawdon, Leeds

DISAPPEARED!

Quite often a fountain pen "just disappears!" And its loss entails spending money all over again on a new pen. But not if it is a 1933 Parker Duofold. These famous pens are now replaced FREE if lost or stolen. And to make your pen really personal you can have your signature engraved (an absolute facsimile) on the barrel at no extra cost. Ask your nearest Accredited Parker Retailer to show you unbreakable Parker Duofolds at the same price as other pens.

GRAVES SUITS GOOD AND SAVE YOU MONEY

Grand Suits at 42/-, 49/-, 56/-, 63/-, 70/- and 84/-. Delivered now, payment from 8/- monthly. Any cloth and any style you wish. Lovely Suits in attractive fashionable cloths at money-saving prices. Correct fit & full satisfaction guaranteed. Full Range of Patterns Post Free J. G. GRAVES LTD. SHEFFIELD.

* A FREE OFFER!

Every reader should write for a copy of an interesting booklet telling how PHILLIPS' YEAST will benefit them. The booklet, which will be sent free to all on application, explains how PHILLIPS' YEAST alleviates most complaints, including Headaches, Indigestion and Nervous Depression; strengthens the system, braces up the nerves, and increases the energy and vitality of the body. Simply fill in the free Coupon on p. 18 or send a p.c. to Phillips' Yeast Products, Ltd. (Dept. 49), Park Royal Road, London, N.W.10, and a copy of this valuable booklet will be sent by return.

GRAVES TRUE RADIO



"FALCON" 3-Valve Set in polished Oak Cabinet 16" x 13½". All-steel chassis, W.B. Transformer, S.M. Air Condenser, latest Mullard Valves, Portis H.T. & L.T. Batteries, Aerial Outfit. Lovely tone. Price 25/6; 8/- monthly. Catalogue Free. Table & Pedestal Sets for Batteries or Mains; also high power screened Grid, Moving Coil, and Radio Gram Sets. J. G. GRAVES LTD. SHEFFIELD.

Sir Reginald Kennedy-Cox

Hon. Warden of the Dockland Settlements

TO Dockland I must look for my Greatest Hour. Life has been full of thrills in that thickly populated part of East London, but none, I think, greater than the one I shall relate.

Nearly every day has brought some drama or problem to be faced at our Settlements, which strive to bring a little joy and colour into the drab surroundings. There have been hours of darkness, when the difficulties of finding the money to carry on have been overwhelming.

It was at such a moment when that great philanthropist, the late Mr. Bernhard Baron, stepped unexpectedly into our midst. Subscriptions had fallen to their lowest level, donations were few and far between, and it seemed that much for which we had schemed would have to be shelved. Perhaps Mr. Baron sensed from our glum faces the burden that pressed upon us.

"How much do you want?" he demanded bluntly.

My heart throbbed. Was this the answer to my prayer for help? Even so, dare I speak the truth? Would the actual amount sound like a piece of sheer cheek on my part? Yet, something prompted me to name that staggering sum.

"Ten thousand pounds," I said, but I dared not look at Mr. Baron.

When I did, he had produced his cheque-book, and was filling in a draft for the whole amount. It was the spontaneous action of a great-hearted man.

Red-haired athlete

Many will say that must have been the Greatest Hour in my life. I can assure them they are wrong, wonderful gesture though it was. . . .

The incident that stands out to-day most vividly in my mind as the one I'd like most to experience again cannot be estimated in terms of cash. It was beyond price.

I will call the man who figured in it "J. K." He probably reads this paper, and I am quite sure he would not like his real name to be published.

A red-haired youth, he made use of the Settlement for one thing only—to satisfy his love for athletic exercise and sport.

It was the gymnasium and the boxing ring that attracted "J. K." He was proud of his perfectly developed body, and strove always to keep it in the pink of condition.

He was a first-rate boxer, and entered into the game in the right spirit. He could take punishment as stoutly as he handed it out. He smiled in the face of victory, but he also accepted defeat with a grin.

With all these apparent virtues, he was not what we looked upon as the ideal club member. We are determined not to turn out lop-sided men with only limited interests. Our aim is that all our members shall take a general interest in all the various diversions of the Settlements.

The man who joins only because we have billiard tables does not further our communal ideals. We like to see each one benefiting by the use of our workshops.

The man who spends most of his time in the library we try to induce



"Into the surging crowd swept J. K., his arms working like pistons"

I found a FRIEND in NEED

—in my GREATEST HOUR



to enjoy some form of bodily exercise as well.

And we believe that religion is an integral part of human life and true brotherhood.

"J. K." jibbed at anything that had to do with worship.

He wasn't an atheist. Maybe, he thought that to be seen in the chapel would lower the respect of others in his muscular powers.

I was determined to get "J. K." to attend some of our very simple week-night services. But all my arguments had no effect; he refused to recognise any need for spiritual diversion.

Then one evening I had an inspiration. "J. K." I said, "if you will attend just one service—only as an experiment, but I know you will come again of your own free will—I, for my part, will box you three rounds in the ring. Is it a bargain?"

He did not answer, but turned away with a sheepish grin upon his freckled face. But my suggestion had appealed to his sporting nature. Looking at me sidelong, he nodded his agreement.

He let me off!

To my absolute joy he kept his promise, though it was rather a self-conscious "J. K." that I spotted in the congregation. Nevertheless, as the service progressed he seemed to enjoy the experience.

Then my turn came, and I asked him on what night our three rounds were to be. He put off a decision, but, deter-

MEMORIES!

A crowd of memories will come back when you glance through the pages of the new presentation which is extended to every reader of JOHN BULL by The Passing Show—out to-morrow.

This is "The Pageant of the Century," a mighty panorama in words and pictures of every event from 1900 to 1933. It is not a history, but a book of tremendous universal interest. In over 700 pages and more than 1,500 illustrations it records the march of science, fashions, crazes, war, scandals, exhibitions. . . .

Full details are in this week's Passing Show—out to-morrow, Friday

mined to keep my part of the contract, I pressed him.

"That's all right," he said, with a laugh. "That side of the bargain is off, because it would be sheer murder."

He was probably right, as you shall learn.

Two months later we had a rough night, a not uncommon experience in our part of the world. In every branch of society there are some who will strive to break up the good influences.

Just as we were closing the gates a gang of roughs raided the place. The doorkeeper was impotent in the face of their rush. I went forward to attempt the probably hopeless task of getting them out single-handed.

I hoped that I might be able to reason with them—to make them see the utter uselessness of their object. In the midst of the bad-tempered crowd I tried the force of peaceful persuasion. Little did I think at that moment that out of this rather ugly scene would arise something both noble and selfless.

The fight

The doorkeeper had raced away to obtain help from the other members of the staff who had retired to their quarters. I talked to gain time, but my arguments were all unheeded.

The angry murmurs about me increased in volume. In that instant anything might have happened, but what actually occurred was as unexpected to me as it was surprising to the rowdy element.

Into the surging crowd shot "J. K." his arms working like pistons. His principle was that the best defence was attack. Scientifically, he hit out, left and right. Perfectly fit, he ducked in, swerving here, side-stepping there.

The crowd scattered before his wild onslaught, and with the arrival of other help was quickly driven out. The possibility of real damage to our Settlement had been averted.

Only then, when all chance of further danger had been averted, did a rather breathless "J. K." appear before me. He looked little the worse for the part he had played in saving the situation. If he felt a bruise or two, he had no thought for his own aches and pain.

It was for me, and my own personal safety, that he was concerned.

He grasped me by the arm, and his face showed the anxiety within. "Are you all right?" he asked.

In that hour I realised what it meant to possess a real friend, whose first thought was not for himself, but for me.

The hour when one can truly declare one has found that infinitely precious thing, a loyal friend, may justly be claimed as one's Greatest Hour

At last—scientists agree, "Best protection known"

"Vaseline" Petroleum Jelly is the most perfect protection against air and germs known to science. "The best protection," scientists now agree. Wash every scratch carefully, then protect with a thin coating of "Vaseline" Jelly! Protect even the smallest scratch against risk of blood poisoning!

Splendid also to shield burns from the air; for broken skin between the toes; for corns; for chafed feet; and at night to heal chapped hands!



Protect AT ONCE
against air and
germs, all family
cuts, burns and
bruises . . .
BANDAGE BY ITSELF
NOT ENOUGH

Trade **Vaseline** Mark
Petroleum Jelly

PUREST OF ALL EMOLLIENTS — JARS 4½d., 6d. and 9d.

Chesebrough Manufacturing Co. Cons'd., Victoria Road, Willesden, London, N.W. 10

He has
a growing
APPETITE



And how he likes his bowl of Kellogg's Rice Krispies. Bubbles of rice that actually crackle out loud in cold milk or cream.

One of the best cereals for children and grown-ups too. Nourishing rice in easy-to-digest form. Always oven-fresh. No cooking required. Sold by all grocers in the red-and-green packet.



7½d per packet
Irish Free State excepted.

Kellogg's
RICE KRISPIES

Made by KELLOGG in LONDON, CANADA
KELLOGG COMPANY of GREAT BRITAIN, Ltd.
Buck House, London, W. C. 2

514

Whether you prefer
a plain or cork-
tipped cigarette,
smoke the best



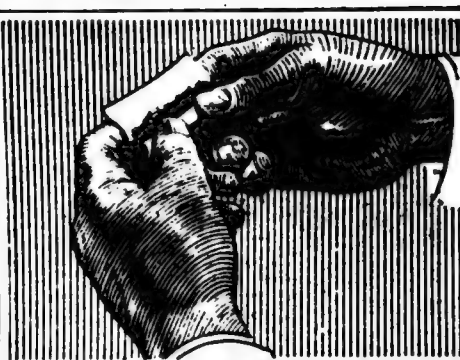
10 FOR 6^d
20 FOR 11½^d

PLAYER'S

PLAIN OR
CORK-TIPPED

Issued by The Imperial Tobacco Company (of Great Britain and Ireland), Ltd.

N.C.C. 160M



START TO-DAY THE A.G WAY

Rolling your own Cigarettes in AG Papers means saving more than you ever get in coupons—much more. And you are sure of satisfaction, for AG is the paper specially selected by tobacco-blenders for their tests.

AG fits all rolling-machines and gives the best results.

AG the paper of perfect purity—

I Powdered Too Often and...



lost my fiancé

After my complexion became blotchy, shiny and coarse, a specialist told me that constant powdering had been injurious to my skin. Then I learned the secret of keeping my complexion fresh and lovely by powdering only once a day. But, in the meantime, my fiancé had left me in disgust. Now, no matter what the weather I find that Poudre Tokalon stays on four times longer than ordinary powder. It also does away with enlarged pores and all trace of shine.

My own skin is rather greasy, but I found that Poudre Tokalon à la Mousse de Crème gives a soft dull-finish just as attractive as that obtained by women whose skin is dry or normal. It is wonderful to feel sure of a lovely complexion, day or night, without constant powdering. 6d. and 1/- a box.

FLETT'S SLOGAN COMPETITIONS.
The closing date is extended to July 1. Full details appeared in last week's issue.

THE Imperial Legion, if it exists, is not officially recognised by the War Office." So said Mr. Duff Cooper, the Financial Secretary of the War Office, in the House of Commons the other day.

Well, the Imperial Legion does exist, although it is just a little difficult to discover it, and even then it can only be discovered once a week.

It has printed notepaper which, in addition to a crest bearing the legend "God Guard Thee," announces that the "Imperial Headquarters" are at 132, Victoria Street, London, S.W.1.

This is the address of a public-house and restaurant, and the Imperial Legion meets in an upstairs room every Friday evening.

So far so good. And it would hardly have been worth bothering about but for some remarkable statements that have been made.

One of them is contained in a pamphlet issued by the Legion. This pamphlet bears the Royal Arms and Crown, and carries the title: "The Regeneration of Britain." One thing it says of the Legion is this: "It aspires to build a mighty corps that shall be as a bulwark against internal subversive influences directed against the security of the State. The changed conditions of the times indicate that the nation is more likely to be threatened from within rather than without."

That is the sort of twaddle with which, we confess, we have not very much patience. But there is more.

"Rabble rule"

In a recent number of the Legion's Gazette a Captain Baron Jolly, writing as Legion "Outpost" in Belgium, said: "Many a citizen would be only too ready to help to maintain order, but, being isolated and knowing of no organisation, they lock themselves in their cellars to escape stray shots. Meanwhile the rabble is master of the street. In such case the Imperial Legion would be ordered to meet at a given place and would be the nucleus of organisation and resistance."

It is difficult to understand just what that means, but it is easy to understand why the leader of the Legion at a recent meeting in the upstairs room at "Imperial Headquarters" stressed the point that not only must all the copies of the Gazette be paid for, but that they must not be allowed to get into the hands of outsiders.

If that sort of nonsense is to be written, it is no wonder that those responsible for it should desire its publication to be as restricted as possible.

The literature of the Legion describes the Officer Commanding as being Commandant-General The Kaid Belton, O.B.E. He is an upstanding, rather impressive-looking Englishman of between fifty and sixty, who became The Kaid during service in Morocco.

The Commissioner is Captain Roger Pocock, a grey-bearded, venerable-look-

A POTTY Private ARMY

ing old explorer and traveller, who has seen more parts of the world than most people have ever heard of.

Both he and the Kaid used to be members of the old Legion of Frontiersmen, which, by the way, has no association with the new organisation, but whose uniform of Stetson hat, blue patrol jacket with shoulder chains, riding breeches and brown field boots has been copied.

There is a Chief Staff Officer, a Chaplain-General, an Hon. Legal Adviser, and an Advisory Council.

This Legion was formed only in March last and it describes itself as "a semi-military, self-supporting organisation of British Imperialists, consisting of Commands or Sub-Commands stationed throughout the Empire for the promotion of Imperial interests in times of peace, and whose services shall be available for Imperial defence in time of war or national emergency."

All that sounds admirable, but it seems to us that such tasks as those set out had far better be done by the organised official forces.

It was recently revealed that members of the Legion were using the Stretford Road Drill Hall in Manchester once a week without payment, and when Mr. Duff Cooper was questioned about it in Parliament he described this as "a departure from accepted practice," and added that steps were being taken with a view to preventing its recurrence. He said he had no information that any other buildings, equipment or uniform had been lent to the Legion.

Whitehall powerless

At one of the recent meetings at "Imperial Headquarters" the Kaid denied rumours that the Legion was subsidised by the Government.

"Because," he said, "the Government has been farseeing enough and sufficiently sympathetic with our movement to open drill halls and army stables to us we are accused of being subsidised. But though our Legion is at the disposal of the Government, and though we do use drill halls and army stables, we are not subsidised. We are maintained entirely out of our private funds."

"Whitehall has no power to close us



Commissioner of the Imperial Legion, Captain Roger Pocock—a photograph taken when he was leader of the League of Frontiersmen

down. It might deprive us of the use of drill halls and stables if sufficient pressure was exerted in the House of Commons, but we should still carry on. There is nothing Whitehall wants to know about us that I have not told them, and if our motives are misconstrued, then to Jericho with them.

"If the Premier himself were to write me a personal note saying: 'Dear Belton,—It has gone far enough. Cut it out,' I should merely acknowledge his letter and carry on as usual."

According to his own statement at this same meeting, the Kaid has borne the greater part of the costs of the Legion out of his own pocket, and no bills for office, cleaning or telephone calls have ever figured in the Legion accounts. So he thought the time had come for the Legion to stand on its own feet and proposed that it should pay a pound a week towards expenses.

The twenty-odd men present agreed to contribute this sum among themselves.

Now, nobody has any doubt about the loyalty, the purity of motive, or the excellence of the administration of the Imperial Legion.

But why should there be one?

Dismiss!

As far as we can gather, it has precious little chance of building up "a mighty corps that shall be as a bulwark against internal subversive influences directed against the security of the State," and even if it could there is no need for it.

The Army, the Navy, the Territorials and the police are quite good enough to cope with any "internal subversive influence" that should happen to crop up, and the less we hear about Legions of this sort, Black Shirts, Blue Shirts, Brown Shirts, Red Shirts and all the rest of the unofficial armies the better.

The world already has just about as much of the official ones as it can comfortably cope with.

If the Imperial Legion and a whole host of jolly little organisations like it stopped attempting to be "huge armies" how much jollier would lots of "Imperial Headquarters" be.

O.K., Kaid.

The "Greatest of These—"
Fund

When Mother's Away

IF we had space to quote in full the appeal made to us by baby Richmond's Scottish father. It would bring tears to our readers' eyes, but we can only print extracts.

"I am an ex-Service man," he writes, "joined the Army at fifteen, discharged two years later (1917) as under age. I have been idle fourteen months. Previous to this I had three years' idleness."

"My wife is in hospital with tuberculosis, and I was told by the doctor there was no hope for her recovery. I am left with five children to attend to, which I feel able to do, but the want of funds for clothing is terrible. My children are all



Richmond

barefooted and hardly a shirt to their backs.

"I could get them into the Poor Law home, but that would distress my wife, and I love my children too much to part with them. Mother always looks forward to seeing baby when I visit the hospital. My dole has been reduced to 25s. 3d. per week."

On this 25s. he has to keep himself and five children, of whom four are boys. The eldest is twelve years, and the youngest fourteen-months-old Richmond. He finds it hard not to be able to take a little fruit to his wife when he visits her.

His rent of 9s. a week is about £3 in arrears, and the landlord is pressing.

Donations earmarked "Richmond" and subscriptions to the fund generally should be addressed to The Hon. Secretary, JOHN BULL War Sufferers' Fund, 93, Long Acre, London, W.C.2, and will be acknowledged where names and addresses are given.

Lists of donations are kept at the office, and a copy of the current week's will be sent on application.

POST
TO YOUR FILMS
Will R Rose
AND GET "MAGNA PRINTS"
(Largest)
CHESTER: 23, Bridge Street Row,
OXFORD: 133/134, High Street,
CHELTENHAM: 25, Promenade.
Over 60,000 Receiving
Stations. Your nearest
Pillar Box or Books
Branch is one of them.
Write for list J.B.

"John Bull" Guarantee

EVERY article advertised in "John Bull" carries with it a "money-back" guarantee. All foods, food products, toilet preparations, medicines and drugs, and other articles capable of a laboratory test which have been approved by our experts are marked—
In the case of medicines and drugs we guarantee that if they are taken or applied according to the directions they will have no injurious effects.
Naturally this guarantee applies only to manufactured articles, but every care is taken to satisfy ourselves as to the bona-fides of all advertisements in "John Bull." Any complaint must reach us within one month from the appearance of the advertisement in "John Bull," and in the case of dispute the decision of our Managing Director shall be final.

ODHAM'S PRESS LIMITED,
Proprietors of "John Bull."

**Women
Who Miss
Romance—
and why**



Nothing repels a man so much as a muddy complexion and sallow dark skin with blackheads and enlarged pores. Any woman can now easily whiten, soften and beautify her skin in three days by the use of Tokalon Vanishing Skinfood (White). This now contains predigested dairy cream and olive oil combined with whitening, tonic and astringent ingredients. It instantly penetrates deep into the pores, removing impurities which soap and water cannot reach—dissolves blackheads so that they fall away; whitens and softens the darkest, roughest skin and tightens enlarged pores. Imparts that smooth, clear, youthful complexion which is so attractive to men. Tokalon Vanishing Skinfood gives—in 3 days only—a skin beauty and freshness such as can be obtained in no other way.

**To celebrate
COLGATE'S
125th ANNIVERSARY**



THIS LARGE
1-Tube

FREE

every time
you buy one
of these

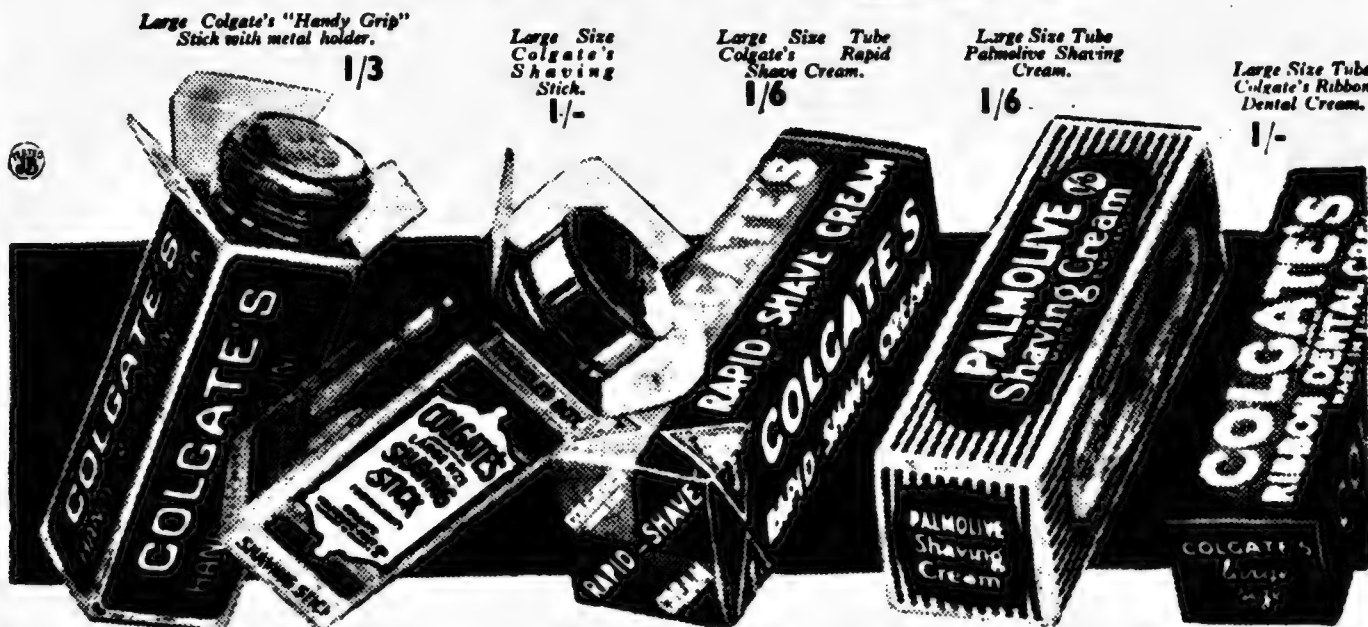
An anniversary to most people means receiving gifts. To us it means giving them. To-day and for a limited time we offer a large 1-tube of Colgate's Ribbon Dental Cream absolutely free.

Simply go to your dealer and buy any of the products illustrated here... things you need and probably use daily. With each article you purchase at the usual price, you get, in addition, a full size 1-tube of Colgate's, the world's leading toothpaste... at our expense.

We have a sound reason for making this unusual gift. We want every man, woman and child to become daily users of Colgate's.

Millions of people—leading dentists, too—say other toothpastes cannot compare with Colgate's for cleansing. Just use it regularly for a month... then kindly tell us the results you get.

COLGATE-PALMOLIVE-PEET LTD.



Large Colgate's "Handy Grip"
Stick with metal holder.

1/3

Large Size
Colgate's
Shaving
Stick.

1/-

Large Size Tube
Colgate's
Rapid Shave
Cream.

1/6

Large Size Tube
Palmolive Shaving
Cream.

1/6

Large Size Tube
Colgate's Ribbon
Dental Cream.

1/-

GRAVES SECTIONAL HOUSES



For all purposes—Poultry, Garden, Garage, Kennel, &c., sturdily built of sound timber in sizes to suit all requirements. Keen Prices. Easy Terms. Poultry House, as illustrated, 8ft x 12ft 6in. Price, complete & carriage paid to destination 30/6 or 5 monthly. Catalogue Free.

J. G. GRAVES LTD. SHEFFIELD



**RILEY'S
TESTED
BOWLS**

Write for FREE Catalogue
E. J. RILEY LTD.
Dale Works, ACCRINGTON.

GRAVES COIL SPRING PRAM

Moulded Coach-built body, softly upholstered, loose seats, tubular handles, leather cloth hood and apron, ball-bearing wheels, white ribbed cushion tyres, foot brake and mudguards. Price, Carriage Paid 50/- or 5/- monthly. Full Approval. Catalogue of Prams and Folding Cars Post Free. Easy Terms. J. G. GRAVES LTD. SHEFFIELD.



A Revolutionary RAZOR OUTFIT



If you want to enjoy the thrill of the best shave you've ever had—here's your chance! A shilling is all you need to get the Shavex Razor—a masterpiece of "easy-to-clean" design—and 4 super-blades—with the keenest edges ever produced.

The Shavex Razor is a world's wonder! Points that other designers overlooked, notions never thought of, make it smoother working, safer to use and easier to clean. No teeth to hold soap, cream and dirt. Just loosen after use—rinse under the tap for a second—and the Shavex Razor is clean as ever.

Use it with Shavex super Blades and enjoy shaving! Extraordinarily keen, because they're honed and polished by a secret process, Shavex Blades are as ruthless to the toughest beard as they are kind to the tenderest skin.

Let us give you a Shavex Razor. Send 1/- for 4 Blades (the usual shop price) and we will send you the Razor together with the Blades and a description of the wonderful Shavex Blade Preserver which does away with the bother of taking safety razors to pieces for cleaning and drying. Money refunded in full if not delighted.

SHAVEX SUPER BLADES
1/3 per packet of 5.
Of all Chemists.

Write to **SHAVEX ZEE-KOL CO., LTD.**,
(Dept. J.B.2), 46, Blenheim Road, London, N.19.



STARTING PRICE

Commissions bearing a time stamp up to the set time of any race will be on at Full Starting Price or Tote Returns as desired.

NO LIMIT—WIN OR PLACE.

ONE SHILLING
up to any amount may
be invested by **LETTER**
in accordance with rules.

WINNINGS BY RETURN.

SEND FOR LONG ODDS

PRICE LIST for the

HUNT CUP

The "BIG TWO" provide a Complete Service for all Sportsmen, with thirty-five years' reputation as a guarantee of a square deal.

10 agents **THE BIG TWO** Send direct
DAVID COPE
& ALFRED H. MAURICE LTD
227 BATH STREET GLASGOW G2

When I was MOST SORRY for MYSELF

THE doctor lived three miles away, but would instantly turn out night or day in the service of his beloved villagers. My boy became ill, and I sent for him.

On his arrival he staggered up the stairs and looked decidedly queer. He treated the lad, and promised to send a nurse in the morning.

When she arrived, I told her that I was afraid of the doctor, as I fancied he drank. "You need fear him no more," she said; "he died this morning from heart failure through overwork."—E. W., Newcastle.

Well Spent

I casually bought a copy of a matrimonial journal. A wealthy woman was in such need of companionship that she had resorted to advertising for a husband. I replied, and a meeting was arranged.

She proved most attractive; so attractive, in fact, that she found no difficulty in borrowing money from me before she disappeared.

I guess she made me sorry for myself all right; but I now realise that it was money well spent. It taught me a much-needed lesson.—J. T., Birchfields.

Odds Against

I was "walking out" with a girl who invited me one day to take tea at her home and meet her family.

The day happened to be Derby Day, and, to break the ice and air my knowledge, I gave the family my opinion on horses, trainers and jockeys—together with the odds I had taken against the winner.

At the close of my discourse, the father said that during the following week he was taking the chair at an anti-gambling meeting, and asked me to refrain from any further friendship either with his daughter or his family.—G. R., Blackpool.

Blood Money

I was playing in the yard of our school when I found a shilling and pocketed it without a word. When we returned to our classroom the son of a widow suddenly realised he had lost the money.

I did not own up and afterwards learned that the shilling was to have bought the midday meal for the boy's mother and family. They went without food that day, while I spent the shilling at the fair.

The irony of fate dealt me a further blow, for soon after my schoolmate died, largely because he was under-nourished.—T. J., Rhonda.

Missed Chance

Shortly after the war I obtained a fairly well-paid, temporary post. Thinking too much of the present and not enough of the future, I refused the

offer of a minor post (with prospects) with a large company.

The man who took the job is now one of the company's managers. I was discharged within six months, and although fortunate enough to get another post, I regretted bitterly my failure to grasp what turned out to be a golden opportunity.—G. A. W., Tyne-mouth.

Song that Stuck

When a wee girl of eight, possessing a sweet little voice, I was given a solo to sing at a concert. After weeks of practice I was ready for the fateful afternoon.

I was announced, and the organ played

OUR LETTER PARLIAMENT

ORIGINAL letters upon the subject below, not exceeding 100 words, are invited. 10s. will be paid for each letter published, 2s. 6d. for "Shorts." Envelopes marked "Letter Parliament" must reach us by first post Tuesday, June 13.

The Pleasure I'd Give Up Last—and Why

the first line. But my song wouldn't come. I shook and shook, and then the tears flowed.

Even to-day, in my thirtieth year, I am chafed about that dreadful afternoon when I cried instead of sang.—E. G., South Shields.

Shattered Hopes

At twenty-one I passed my examination for a good Civil Service position after two years of constant study and expensive coaching.

In due course I was summoned for medical examination, over which I knew of no reason to be apprehensive. The report came: I was not up to the prescribed physical standard for the post.

My dreams were shattered, and I had the added grief of knowing that I was organically unsound.—M. H., Birkby.

Silent Stitcher

I had been "nagging" my hubby, for several small things he had left undone—

Race with
"Silver Ring"

Now for ASCOT!

I HOPE that followers of my notes had a good win over Hyperion in the Derby and that the venturesome "got on" when first Lord Derby's colt was put up in JOHN BULL as the probable winner.

This was before the son of Gainsborough and Selene won at Chester and odds of 20 to 1 could be secured.

And now for the glories of Ascot. I spent half an hour the other evening working out the approximate amount of money likely to be won at the Royal Meeting. It will be round about £80,000, of which the executive contributes over £40,000.

Some approximate values are: Gold Cup, £8,500; Coronation Stakes, £7,000; St. James Palace Stakes, £6,000; Queen Mary Stakes, £4,000; Royal Hunt Cup, £3,500; Hardwicke Stakes, £3,000.

It is easy to visualise how the £80,000 is arrived at inasmuch as there are twenty-eight races.

At last year's meeting "Lucky" Lambton's only winner was Hyperion, who credited him with the New Stakes. On this occasion, however, the Stanley House trainer is likely to be at the top of the

trainers' list as, in the Derby winner, Scarlet Tiger, Thrapston and Highlander, he has charge of a group of the best three-year-olds.

When I saw Limelight beat Solenoid and Ponab in the Newbury Spring Cup I entered the trio in my notebook as potential winners at Ascot, and they are my three star selections—Ponab for the Hunt Cup, Limelight for the Gold Cup and Solenoid for the "Wokingham."

At Gatwick this week-end Satsuma, Timber and Tetralight look "good."

"SILVER RING'S" CODE

The Code for this week is as follows. It covers the racing from Thursday, June 8, to Wednesday, June 14.

A Q C 93 B 94 M P U X Z R 98 T F O
K H J I 95 E D V Y 97 L W N 96 G S

In place of the letters or figures advertised in the *Sporting Life* and *Daily Herald* read those above or below.

MK096YW would read DASTUR.
Where a double letter occurs in the name of a horse the figure 2 is substituted. R94Z29398F96398 would read WELLINGTON.



"Sitting in silence, sewing on a button"

the latch on the garden gate, etc.—and I suppose made the only meal a day we have together a perfect horror.

A short time later I found him sitting in silence, sewing on a button which days previously he had asked me to replace.

I indeed felt very sorry for myself.—L. M., Dagenham.

Remorse

As a lad of thirteen I possessed a pellet gun. One beautiful spring morning a robin was singing its song of thankfulness on the branch of a tree in the garden.

I shot that little songster through the head. I regret it, and can yet point out its grave.

On several occasions that incident has floated before my eyes as I lay behind my rifle on the range of the Ulster "B" Special Constabulary.—H. E., Coleraine.

Lone Pilgrim

I had just entered a big Midland hospital, and was just the "raw little pro."

The building seemed monstrous; corridors were endless; wards were everywhere; and I had to find my way about alone.

Many a time I was in tears, for it was just like entering a strange country, and I the "lone pilgrim."

Now I look back upon those days and feel very sorry for that poor little "pro."—Nurse, Hampshire.

Rebound

We were in the thick of an election, and I attended a meeting of the candidate opposed to my political views. I intended to floor him, and had learned by heart the question which would "do the trick."

Speeches over, the chairman announced, "The candidate will now answer questions." Out came my interrogation.

But not only had he anticipated it—he was prepared with a complete and crushing retort. The audience roared—not, as I had hoped, at him, but at me.

Never have I felt such unutterable pity for myself.—R. W. L., Exmouth.

After a strenuous Saturday night's work I went to chapel the next morning and was awakened by a vigorous prodding. The preacher was gently admonishing me; my spasmodic snoring had disturbed the even flow of his eloquence.—"Sorry Lad," S. Wales.

"Do go and see your aunt sometimes," enjoined my mother. But I was young and couldn't be bothered. Some years later my aunt died, leaving thousands to a niece who had bothered to visit her. I was cut out of the will altogether.—Bitten, York.

During a silent film a young man read every sub-title aloud to an elderly woman until I asked him to refrain. At the end of the programme they preceded me out, he leading her. She was quite blind.—A. J. B., Hendon.

I was nine years of age and looking forward to our annual holiday. The morning prior to the day of departure I woke feeling very ill, and instead of going to the seaside for a week I went to the fever hospital for seven weeks.—"Hopscud," Glossop.

Gulliver travels with Cherry Blossom Boot Polish. No. 9.



Gulliver in the streets of Mildendo

The small houses and streets of Mildendo, the metropolis of Lilliput, are described by Gulliver in his book of travels.

"In the streets of the Capital I was obliged to walk with the utmost circumspection. The windows and tops of the houses were crowded with spectators who, eyeing me from head to foot, marvelled at my great height and the wonderful 'Cherry Blossom' shine on my shoes."

Cherry Blossom
Black, White, Brown, Dark Tan & Tansette **BOOT POLISH** in tins with easy opener, 2½d., 4½d. & 6d.

BONDMAN

TO-DAY'S MOST ENJOYABLE SMOKE

the tobacco of a thousand testimonials

Thousands of seasoned pipe smokers have paid tribute to the rich—smooth—cool—dependable qualities of LLOYD'S BONDMAN. Whether you prefer the RICH RUDDY VIRGINIA or the blend of finest COLONIAL AND VIRGINIAN tobaccos—Bondman, because of its scientific packing in Vacuum Sealed Tins, is always in perfect condition.

RICH RUDDY VIRGINIA

11½^D
PER OZ.A BLEND OF
COLONIAL &
VIRGINIAN
TOBACCOS.10^D
PER OZ.

*FREE TRIAL

packet of Empire Blend sufficient for four pipes sent on receipt of P.C. with name and address in BLOCK capitals.

1oz.
VACUUM TINS

(Richard Lloyd & Sons, Lyne Tobacco Factory, Clerkenwell Rd., London, E.C.1 (Branch of Cope Bros. & Co., Ltd.))

Proved by Test..



THE WORLD'S BEST RANGE OF CYCLES



£3.19.9

WHY PAY MORE?

Best all-British frame. Heaviest chromium plating. Dunlop tyres and saddle. With bell, toolbag, spanners, oil-can, pump and pump clips.

"POPULAR"



£4.5.9

WHY PAY MORE?

Ladies' model. As gent's "Popular." With chain case and dress guard. Best all-British steel frame. Heaviest chromium plating. Accessories.

POPULAR "L"



£4.3.6

WHY PAY MORE?

The world's most popular sports cycle. Dunlop sports tyres. Heaviest chromium plating. Complete accessories including touring bag.

'O' SPORTS



£4.7.6

WHY PAY MORE?

Sister model to the 'O' sports. Best all-British steel frame. Dunlop sports tyres. Heaviest chromium plating. Full accessories and touring bag.

'OA' SPORTS



£5.15.6

WHY PAY MORE?

The model Humbles chose. Dunlop sports tyres. Racing saddle 199. Heaviest chromium plating. Accessories including touring bag.

EMPIRE CLUB



£5.15.0

WHY PAY MORE?

The Hercules de luxe. Oil bath. Sturmey-Archer 3-speed gear. Best all-British steel frame. Heaviest chromium plating. Full accessories.

MODEL 'G'

ALL COMPLETE WITH ACCESSORIES

* A standard Hercules cycle broke the world's reliability record last year . . . 36,007 miles without the slightest mechanical trouble. Proof of the supreme quality and dependability built into every Hercules model. Choose from this range of world's best sellers. Roadsters, light roadsters, racers—any model yours on easy terms working out from 2/- a week. See your dealer now.

ALL FROM
2-
A WEEK



YOUR DEALER IS A GOOD BUSINESS MAN
He will be proud to sell you a Hercules because he knows it is the world's best cycle. Ask him for your free copy of natural colour photograph catalogue—or write The Hercules Cycle & Motor Co. Ltd. Britannia Works, Aston, Birmingham.

Hercules

Proved by Test - the World's Best CYCLES

RECORD £3,700
CROSSWORD OFFER - LAST DAYS!

£3000

JOHN BULL'S MONSTER FIRST PRIZE

RECORD SUM FOR
RUNNERS-UP

£300

Be quick!
CONTEST CLOSES
NOON, THURS. JUNE 15

BIG EXTRA
AWARD OF
£100
FOR PRIZE-WINNING
ENTRANT WHOSE SQUARE
ADJOINING WINNING
SOLUTION CONTAINS
FEWEST ERRORS

ADDITIONAL BONUS OF
£300
BETWEEN ALL PRIZE-WINNERS
WHO ARE REGISTERED FOR
"JOHN BULL'S" FREE WEEKLY
"CROSSWORD GAZETTE" BY
THURS. JUNE 15

POST this £300 BONUS COUPON TO-DAY

If you are not already registered for "John Bull's" free weekly "Crossword Gazette" (incorporating "Bullets Bulletin" and "Couplets Courier") post this coupon and secure your free copy of this valuable guide to the prize-list for 12 consecutive Thursdays. You thus become eligible for a share of an extra £300 Bonus with any prize you win in this Record Offer.

I enclose 6d. P.O. No. covering postage on 12 weekly issues of "Crossword Gazette," commencing with first issue available.

NAME

ADDRESS

J

HAVE you yet entered for the greatest Crossword contest ever known? A few days longer and noon, Thursday, June 15, will bring the closing moment of "John Bull's" sensational offer of £3,700 cash for solving an entertaining problem.

If you made an entry last week, have another look at the puzzle to day. Second thoughts may well produce a £3,000 First Prize coupon.

See that by noon on June 15 your entry for our record-breaking offer is in—and if you want the biggest possible return for entering, register by that day for the "Crossword Gazette" on the coupon above.

"John Bull" will pay £3,000

For a correct solution on one square of the puzzle below. Failing a correct solution the prize will be awarded to the reader whose entry is the nearest correct solution. An additional £300 will be divided between those competitors who enter squares containing one error only, or only one error more than the winning solution. An extra award of £100 will be made to the prize-winning entrant whose square adjoining winning solution contains fewest errors. In case of tie for any prize, it will be divided accordingly. Solution and winner of puzzle will be published in "John Bull" on sale Thursday, June 15th, 1933.

Solution of "John Bull" X-Word No. 215

CAMPUS CLIMB
UNATTACHED
EREMUS GOOD
SCIENTIFIC
SHAH DUE AB
SINGE LIABLE
ONE ROE IT
KISS ASSINIS
KHAIR P EIT
SAIC POBICA
GALES RISKS
TOGS PUNT SS

Winners in 214 on page 16. Result of 215 will be published next week. The solution of "John Bull" X-Word No. 215 is given herewith as a matter of interest to our X-Word Competitors. We wish to emphasise that no claims are required for this X-Word, as all entries are being carefully examined.

POST ABOVE BONUS COUPON to Crossword Gazette Dept., 30, Bedford Street, London, W.C.2. Make P.O. payable to "John Bull" and Cross it "£ & Co."

NEWSAGENT'S PRIZE A special prize of £5 will be awarded to the Newsagent from whom this contest's first prize-winner usually purchases his copy of "John Bull." Should the first prize be shared, the £5 will be divided between the Newsagents.

KEEP YOUR COPIES BELOW These Squares are for this purpose only.

"JOHN BULL" CROSSWORD No. 216—CLOSING (NOON) THURSDAY, JUNE 15, 1933.



JB-216
In entering this Competition, I agree to abide by the Editor's decision as final in all matters appertaining thereto and enclose P.O. value..... No..... Readers in Scotland ineligible. See Rule 5.

ENTRY
FEE
for 2 Squares
6d.

SIGNED.....

ADDRESS.....

CUT ROUND THESE DOTTED LINES
SIGN EACH COUPON ENTERED

"JOHN BULL" CROSSWORD No. 216—CLOSING (NOON) THURSDAY, JUNE 15, 1933.



JB-216
In entering this Competition, I agree to abide by the Editor's decision as final in all matters appertaining thereto and enclose P.O. value..... No..... Readers in Scotland ineligible. See Rule 5.

ENTRY
FEE
for 4 Squares
1/-

SIGNED.....

ADDRESS.....

ENTRY With 2 squares send Postal Order for 6d. Add 6d. FEE. for each additional two squares submitted. See Rules.

ADDRESS "John Bull" Crossword No. 216, 57, Long Acre, London, W.C.2. (Comp.)

COMING NEXT WEEK — BIG NEW HOLIDAY PRIZES!

OLUES ACROSS

1. The beryl
4. A brand
7. Force sometimes occurs them
8. Goes well with marmalade
12. Conclude
14. Noblesse ranking above Viscount
15. Make love to
16. A fax is this
18. A rusty plant
19. They show wrestler's skill
21. A colouring liquid
22. Later in time
25. Uncle's wife
27. Rubber is split by
28. These gather in fish
31. Took a snail
34. Peer player may rule its effect
35. Cotton is wound on
38. Are sometimes ruled by incompetent directors
37. Headed bearing may injure
39. Proud owner keeps them in good condition

OLUES DOWN

1. Cook's generally good at making these
2. Busy little insect
3. Are lost through becoming unstrung
4. Star-like flower
5. Sheep are usually turned into
6. He eats thistles
8. Describes a man who ignores all risks
10. Are worn by the sea
11. Getting this makes men shake
12. Leap in a rage
15. Sometimes a cause of laughter
17. Domestic quarrels may arise from
20. Went swiftly
21. Attracts attention of neighbours
22. Consumed
24. slang for "detective"
26. Empty
28. Rough weather ruins it
29. Period of years
32. Stern of a ship
33. Poet's contraction of "it is"

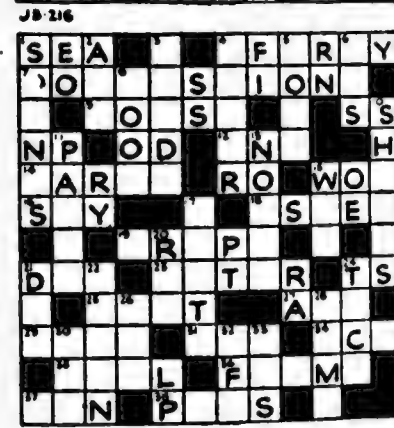
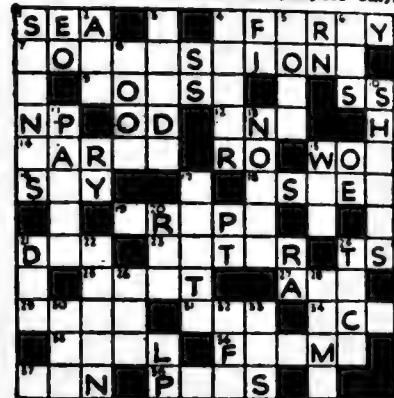
READ THESE RULES AND CONDITIONS.

- 1.—Complete puzzle in ORDINARY INK, not copying-ink or copying-ink pencil, cut out the whole entry form, whether both puzzle squares are used or not. Entry fee for two squares is SIXPENCE. Increase P.O. by 6d. for each additional two squares submitted. Make Postal Order payable to Odhams Press Ltd., and cross it / & Co. /; write name, address and date of posting on back of P.O. and fill in the number upon Entry Form; send Entry Form by post, as directed, to reach us not later than 11.00 AM, Thursday, June 15th.
- 2.—Squares left incomplete, mutilated, indistinct or altered will be disqualified. No responsibility is accepted for any entry lost, delayed, not delivered or mislaid, and no correspondence will be entered into.
- 3.—Solution and winners of this contest will appear in JOHN BULL on sale Thursday, June 15. Should any competitor not announced as a winner have entered a coupon eligible for a share of the first prize he must demand a scrutiny by first post Tuesday, July 11, in accordance with directions given with result. Any such scrutiny, which may amend the result, must be accepted as final. No scrutiny can be conducted in connection with the additional award of £300 to be divided between the runners-up. Competitors should note that errors are computed according to the number of words which wrongly answer the clues given.
- 4.—In the event of a tie, a prize will be divided, but no competitor may receive more than one share of it.
- 5.—Readers in Scotland are debarred from and cannot enter the Competition. Any entry form bearing an address in Scotland will be disqualified.
- 6.—Failure to comply with any of the conditions involves disqualification.
- 7.—Employees of Odhams Press Ltd. and members of their families are not eligible to compete.

NO CLAIMS REQUIRED.

EXTRA SQUARES POST FREE.

For extra squares send POSTAGE paid to Crossword Gazette Dept., 30, Bedford St., Strand, W.C.2, stating number of 6d. entry forms required—to arrive not later than Tuesday, June 13.



The Editor Laughs Last

J. P. S. (York).—"I feel as fresh as a two-year-old." Horse or egg?

MAY (Egham).—"A millionaire always has plenty of friends." In need.

A. T. (Fulham).—"I know how a telephone works." We know how it doesn't.

G. P. (London).—"She was very upset when I kissed her." Never kiss a girl when in a punt.

D. H. (Dartmoor).—"I am a victim of the unlucky thirteen." Twelve jurors and a judge.

SAILOR (Chatham).—"On long voyages, we often smoke chopped-up rope in place of tobacco." We have had tobacco like that, too.

Mrs. L. (Stone).—"How can I prevent my daughter's young man from continually visiting my house?" Make him your son-in-law.

HOUSEWIFE (Essex).—"I am terribly frightened by a mouse. What should I do?" Phone for the police, fire brigade and an ambulance.

Docron's Wife (Edinburgh).—"My husband often tells me to put out my tongue when he is speaking to me." Perhaps he does not wish to be interrupted.

VEGETARIAN (Bradford).—"Ever since I have given up eating meat I have had a desire to climb to greater heights." Looking for nuts, we suppose.

B. K. (Ellesmere).—"Excuse this long letter, but can you give me the name of a nice warm place to go to for my holidays?" We could, but we're too polite.

JACK D. (Deal).—"An angler friend buttonholes me every day to tell me that he has never let a fish escape." And he won't let you escape either?

A. D. (Cardiff).—"Of course I could not borrow from someone I did not really know." Nor from someone who really knows you?

DRESS REFORMER (Newmarket).—"Don't you think men's serge suits should be brighter?" Well, the seat is usually much too bright for the average man's liking.

CHARLADY (Ipswich).—"I must hold the cleaning record, having cleaned out four rooms in twelve minutes." That is a sweeping statement.

FRED W. (Hitchin).—"The window of the boarding-house in which I stayed faced a ladies' swimming-pool." So you didn't get out much?

FORWARD MINK (Birmingham).—"Could you tell me how to encourage a shy young man to make love to me?" Just act naturally.

H. N. (York).—"I should have been an incurable drunkard if it had not been for the exertion of tremendous will-power." Your wife's?

BUSINESS MAN (Sevenoaks).—"I am not in a position to speculate, so I am getting rid of my brokers." This will be rather difficult once they take possession.

T. E. (Bayswater).—"Many men now take their wives to a night club instead of to a theatre." That's about the only place left to go to by the time she's ready.

FEMINIST (Manchester).—"What evidence is there for the common assertion that women are extravagant where clothes are concerned?" There is little material evidence.

Miss G. (Eastbourne).—"A little bird tells me that you are going to be simply delighted with this letter." We are afraid your little feathered friend is not very truthful.



C. H. T. P. (Leytonstone).—"In early Roman days a man took about fifty seconds to produce fire." In these days he takes about three firelighters, half a box of matches and a bottle of paraffin.

C. F. (Wishaw).—"How do we get electricity?" Press the switch.

G. G. (Sheffield).—"Do you know anything about Ford motor-cars?" Yes, about a thousand jokes.

B. S. M. (Fulham).—"A man's hair is his best friend." But even the best of friends fall out.

A. C. C. (West End).—"When the dictator dies, what happens?" We hope they bury him decently.

O. P. (Becontree).—"The cost of living is still going up." There seems to be such a demand for it.

ICE (Leytonstone).—"Things do not always develop as one expects." Snapshots, for instance.

B. G. J. (Exeter).—"Fret-working is about the most ticklish thing I know." Except a new woollen under-vest.

C. A. (Bootle).—"Women have taken to wearing men's trousers. What will they take next?" The trousers press.

L. E. (Wells).—"I'm troubled with dispepsia." Cheer up; it's just a bad spell.

ROBERT B. (Glasgow).—"My barber is the most argumentative person I have ever met." Does he even split the hairs as he cuts them?

TAFFY (Swansea).—"I maintain that people are wrong when they speak of hitting the right nail on the head." So many generally hit the left.

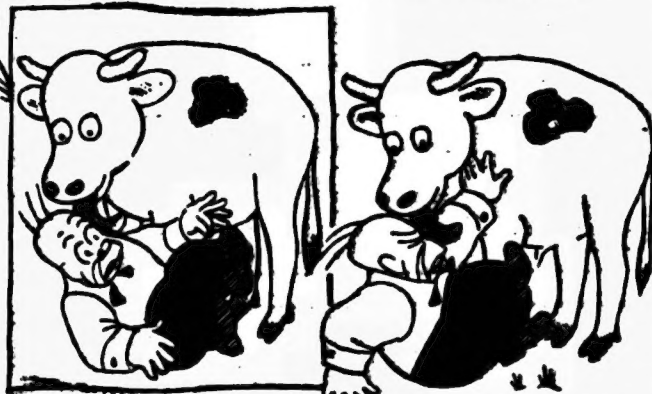
PERFORMER (Leeds).—"My turn in which I get members of the audience to tie me up, and then escape, is making me famous." You are bound to succeed.

IF you are troubled by any matter you can obtain free expert advice that will help you. A stamped and addressed envelope is all that you have to send with your query. JOHN BULL does the rest. Write to-day. The replies given on this page to facetious correspondents are for your entertainment.

(Many replies unavoidably held over)



ADAMSON:
Horns of
Dilemma!



W. E. (Chester).—"A scientist has discovered that some mosquitoes are cannibalistic." Well, here's more strength to their appetites.

W. L. (Fleetwood).—"Is it true that statistics prove that women live longer than men?" Well, paint is a great preservative.

D. P. (Bath).—"Have we not reached the limit in size for small cars?" Well, if they get much smaller they will certainly have to hunt the pedestrians in packs.

R. E. (Fulham).—"There is a society in America which does not believe that the earth is round." Of course, things are flat just at present, but not so flat as all that.

D. W. (Chelmsford).—"How do diviners discover water?" They just twig it.

INQUIRIVE (Bury).—"Is it the hops which give beer flavour?" What flavour?

D. S. (Keighley).—"Why does a girl never catch a ball like a man?" Because a man is much easier to catch.

J. T. (Watford).—"A good homing pigeon will often fetch as much as £50." Personally, we would let it.

R. S. H. (London, E.).—"I met my fiancée when at the local baths." And you got on swimmingly together?

B. M. (Bradford).—"It's not so easy loving your neighbour as yourself." Unless she's young and pretty.

T. C. (Clacton).—"It needs courage to conduct a large band." Of course: you have to face the music.

TOURIST (Swindon).—"If England and America would only join." Atlantic fares would drop.

E. D. (Torquay).—"Can seals swim as fast as trains?" We didn't know that trains could swim.

D. E. (Oundle).—"Troubles never come singly." For example, you never have only one mental.

D. B. (Walsall).—"I cannot do anything without my wife." Most men can't do a thing with theirs.

D. S. (Manchester).—"Why do women talk from morning till night?" Because they sleep the rest of the time.

STUDENT (Fulham).—"I am very interested in the study of sponges." An absorbing subject.

MOTORIST (Ealing).—"I seldom notice the beauties of the English countryside." Because your jealous wife always accompanies you?

R. A. (Deptford).—"The man who rushes about heedless of what he is doing or where he is going will not get anywhere." Except perhaps to the hospital.

B. C. (Norwich).—"Do you believe that a rabbit's foot ever brought good luck?" Decidedly. We once heard of a woman who found one in her husband's pocket and thought it was a mouse.

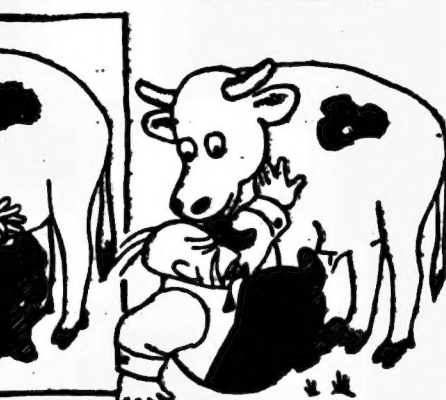
G. M. (Birkenhead).—"Whenever I want to remember anything I tie a string round my finger." And we've put a string of 20 big cheques on page 39 to help you remember your Bullets this week.

D. S. (Furley).—"A savage from the Fiji Islands visited New York, but left again after a week." Having seen the modern dances and heard hot music, he returned to the place where these things are done better.

K. B. (Wanstead).—"My parents wanted me to become a clergyman, but instead I have become a jockey." You will probably bring a lot more people to repentance that way than you would have done as a minister.

(Many replies unavoidably held over)

IF you are troubled by any matter you can obtain free expert advice that will help you. A stamped and addressed envelope is all that you have to send with your query. JOHN BULL does the rest. Write to-day. The replies given on this page to facetious correspondents are for your entertainment.



New Way To Banish
UGLY HAIR

Sensational
Discovery of
British Scientist

Men detest superfluous hair. They never find a woman attractive who suffers from it. To-day, in 3 minutes, you can say goodbye forever to all unwanted hair, and have smooth white arms and legs free from the slightest trace. No dangerous and nasty smelling pastes—no painful electric needles—no razor, which only makes the hair grow thicker. Wenko-White, a remarkable substance recently discovered by a British Chemist, destroys the keratin in the hair and hair roots. The hair just falls away as if by magic. Wenko-White is now contained in the NEW VEET—a white cream guaranteed 100% pure. As easy to apply as a face cream, and delightfully perfumed. Look on the label for the words NEW VEET. At all chemists and hairdressers 6d. and 1/6.

Don't Wear a Truss!

After thirty years' experience an appliance has been invented for men, women, and children that cures Rupture.

Sent on Trial.

If you have tried almost everything else, come to us. Where others fail is where we have our greatest success. Send attached coupon to-day and we will send you free our illustrated book on Rupture and its Cure, showing the Appliance, giving you prices, and names of many people who have tried it and are extremely grateful. It is instant relief when all others fail. Remember, we use no salves, no harness, no ties.



From a photograph of Mr. C. E. Brooks, inventor of the Appliance, who cured himself, and whose experience has since benefited thousands. If ruptured, write to-day.

We make it to your measure and send it to you on a strict guarantee of satisfaction or money refunded, and we have put our price so low that anybody, rich or poor, can buy it. We send it on trial to prove that what we say is true. You are the judge, and once having seen our illustrated book and read it, you will be as enthusiastic as the thousands of patients whose letters are on file in our office. Fill in the free coupon below and post to-day to either the London or Manchester address, whichever is more convenient.

Free Information Coupon

BROOKS APPLIANCE CO., LTD.
(LONDON), 95, Chancery Lane, London, W.C.2.
(MANCHESTER), 111, Market Street, Manchester, 1.

Please send me by post, in plain wrapper, your illustrated book and full information about your Appliance for the Cure of Rupture.

NAME

ADDRESS

(Please write plainly)



DRAMA at "The Laurels"

THE sickness that laid him up for so long was a very expensive one. What a relief it was when a substantial cheque arrived from JOHN BULL!

Soon after receiving it, he did what thousands of readers have done before him; he called to his neighbour over the fence and showed him the tangible result of registering for JOHN BULL's Great Free Family Insurance.

JOHN BULL is the *only* paper to provide Sickness Benefits. A payment of £5 5s. is provided for specified illnesses, such as measles, diphtheria, smallpox, typhoid fever, etc.

Have you registered for this wonder-

ful gift? It is more than likely that your neighbour has had the foresight to do so.

"TELLING HIS FRIENDS"

Here is a typical letter from a reader who "simply had to tell his neighbours":

"Thank you for your prompt cheque. I shall tell all my friends of the way in which I have been treated. I have already recommended your paper to my next-door neighbour."

Against Fire, Storm, Flood, Sickness, Accident and Burglary JOHN BULL covers you free. Fill up the Registration Forms below now.

JOHN BULL is the ONLY paper to cover you against Sickness and the ONLY paper to provide benefit for Fire, Storm and Flood Damage.

CUT HERE	
JOHN BULL Hand this Coupon to your Newsagent	Post this Coupon to "John Bull" Registration Department, 122, Long Acre, London, W.62. I have sent an Order Form to my Newsagent for the regular weekly delivery of JOHN BULL. Please register me as a regular reader. Reader's Signature..... Address..... Date..... Use 1d. stamp. Don't seal envelope. A certificate setting out the full benefits and conditions and certifying registration will be sent if 1d. stamped addressed envelope is enclosed for return.
To (Name of..... Newsagent) Address..... Please deliver or reserve JOHN BULL for me weekly until further notice. Signature..... Address..... Date..... PLEASE WRITE CLEARLY. J.B. 10/6/33	Name and Address..... of Newsagent. Date..... PLEASE WRITE CLEARLY. J.B. 10/6/33

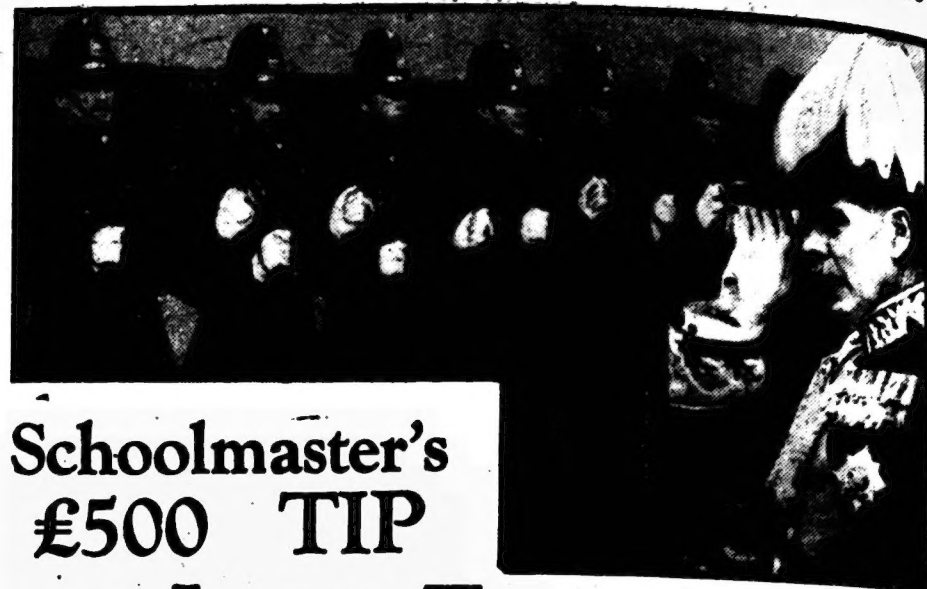
Cash the Coupons

JOHN BULL'S GREAT PEN OFFER!

JOHN BULL PEN COUPON.
 This coupon with P.O. for 2/9 plus 3d. postage and insurance entitles holder to receive a "John Bull" all-British self-filling Pen with 14 carat solid gold nib, iridium tipped, guaranteed 2 years. Additional coupons up to four (any dates) may be saved and are acceptable in part payment, each counting as 3d. off the price. You may send five coupons and P.O. for 1/9 plus 3d. postage and insurance. State if fine, medium or broad nib. Pocket clip 3d. extra. Address: "John Bull" Pen Department, 27, Floral Street, London, W.C.2.

VALUE

3^d



Schoolmaster's £500 TIP to LORD TRENCHARD

FOUR simple words of advice to Lord Trenchard, skillfully condensed into a *Bullet*, have just brought £500 to a schoolmaster, Mr. F. Greenbank, 41, Oulton Road, Lowestoft.

For thirty years he has been teaching pupils—and ever since before the war he has been a student of *Bullets* himself. Now, thanks to that ingenious effort he entered in our 893rd contest. My Tip—To TRENCHARD—"Go QUIETLY!" he has received an enormous reward for his perseverance.

Friday, May 26, was an eventful day for Mr. Greenbank. One letter he received that morning brought the welcome news that one of his daughters had secured a post as a photographer's assistant. Another told him that an economy campaign had swept his eldest son out of employment.

Then, in the afternoon, came the third and happiest event of the day. Whilst Mr. Greenbank was busy with his class, a younger daughter burst in with a telegram. And her father turned from his blackboard to read those thrilling words from JOHN BULL, "You have won—"

Success has come to grey-haired Mr. Greenbank after many, many failures. He kept on and on with his entries, winning small prizes occasionally, and now both he and his family of six will benefit by his

£500 cheque, to which is added a week's free motoring at JOHN BULL's expense.

After teaching geography to children all these years, Mr. Greenbank's £500 has set him planning a trip abroad—to see some of the places of which he has taught his pupils. But his first taste of travel will come next August, when he and his family are to enjoy their motoring tour. His native Yorkshire dales and the enchanting Trossachs are just two of the beauty spots Mr. Greenbank intends to visit in his JOHN BULL car.

"Work at *Bullets* with a method" is his advice to those who are struggling to follow him to the top of the prize-list. His own method is to keep all lists of winning *Bullets* neatly pasted in an album. "A study of these," he says, "and a close watch on the hints in *Bulletin* are essential to success."

Did you notice in last week's JOHN BULL that Mr. Greenbank's winning *Bullet* was entered on a "Season Ticket" Free Entry Coupon? This was a valuable award he won a few months ago, enabling him to indulge without cost in his favourite hobby of *Bullets*.

This week, appropriately enough, there are 550 *Bullets* "Season Tickets" in our prize-list, as well as a First Prize of £600 and an array of other substantial cheques. See that your entry is in by Saturday, June 17, if you want a thrilling telegram on Saturday, July 1!

SEE
24
COUNTRIES
at "JOHN BULL'S"
EXPENSE

Full details of this giant
offer on opposite page



MORE CASH AND MOTORING PRIZES—"BULLETS" No. 894

FIRST PRIZE OF £600 AND WEEK'S FREE MOTORING.

Miss G. E. BOWDEN, 41, Ashley Road, Holloway, London, N.

Example:—SELDOM CONSIDERED

Bullet:—ETERNITY—THERE'S NO TIME!

£50 & WEEK'S FREE MOTORING:
Mr. F. WHALEY, 132, Flungington Road, Preston.

Example: Without A Master.
Bullet: Father, "For Messing About."

£30 & WEEK'S FREE MOTORING:
Mr. F. TRETOWAN, Fore Street, Falmouth.
Example: The Right Idea
Bullet: Conference—Now For Ideas!

£20 & WEEK'S FREE MOTORING:
Mr. F. YELLAND, 37, Elmfield Road, Bromley.
Example: Our Friends
Bullet: Libraries—They Repay "Borrowers."

10 PRIZES OF £5 EACH:

T. ASHTON 6, Hill Street, Hindley.
Thousands—Haven't Chance—That's Risky!
Mrs. BATEMAN, Woodman's Cottage, Harrington, Spilsby.
Mockery Of Justice—Because Liver "Punishing" Magistrate.
F. BENNETT, Claremont Road, W. Byfleet.
Changed Man—Our Member—Promised Change!
W. HARDY, 35, Glencairn Road, London, S.W.
Encouraging—Our Rivals, Our "Nodding."
G. HUTCHISON, 17, Eltham Park Gardens, S.E.
Help The Boss And—You'll "Ring Bell," Too.
C. PARKINSON, 28 Barony Street, Edinburgh.
What I'm Working For—July's Loaf? June's Loaves!
G. POTTS, 5, Thorneywood Mount, Notting-ham.
Holidays Are Coming. So—Bet Weather's "Reserving Digs."
J. RICHARDSON, West Thornley Farm, Rowland's Gill, Co. Durham.
Seldom Considered—Those Heroines In Novels.
T. SWATKINS, "Greydene," Alcester Road, Upper Parkstone, Dorset.
The Right Idea—She's "Always Thought Of."

10 PRIZES OF £2 10s.:

F. BACCHUS, 28, Oldfield Road, Birmingham.
Hitting Britain—When You're Down—Coward!
J. DAVIES, 1, Davies Street, Abercrae.
In The Scramble—Village Policeman Hand-cuffed—Himself!
N. FISHLOCK, 112, Godstone Road, Purley.
Her Ultimatum—"There's Milliner's—Here's Brick!"
(Entered on "Target" Prize Coupon.)
Miss HARTLEY, 45, Mercer Street, Gt. Harwood.
Automatically—"Rejected"—Applicant Was "Bent."
L. JONES, 20 Stanmer Villas, Brighton.
Thousands—Work-shy? Never Been "Introduced."
Mrs. KING, 41, Liverpool Road, Stoke-on-Trent.
In The Scramble—"Fabric" Of Dreams "Torn."
T. NICCOLLS, 32, Arnsale Street, Manchester.
Hitting Britain—Unfairly—House "Counted Out."
Mrs. E. ROBERTS, "Missenden," Up. Gungate, Tamworth.
Hitting Britain—Fewer Babies To Spank.
S. ROLPH, Hockliffe Grange, Leighton-Buzzard.
What I'm Working For—Sonny's "Spring"—Mother's "Autumn."
A. TURNBULL, 35, Manor Street, Waterford City, Ireland.
Help The Boss And—Workmates Won't Forget It!

A list of 50 10s. and 500 2s. 6d. Winners can be seen at these offices.

ALL WINNERS HAVE BEEN NOTIFIED.

"BULLETS" RULES.—1. The First Prize will be awarded for what in the opinion of the judges in consultation with the Editor is the best *Bullet* received, and the other prizes in order of merit, the test being cleverness, aptness and originality. The Editor undertakes that every *Bullet* received shall have careful consideration by a competent staff of qualified judges. 2. Only two attempts may be written on each coupon, and a postal order must be enclosed at the rate of 6d. for each coupon made use of. This must be made payable to JOHN BULL and crossed /& Co./ Competitors must write their names and addresses and the date of sending the order on the back of the postal order, the number of which must be duly noted on each coupon submitted. Coupons must not be mutilated. 3. The Editor's decision on any matter of dispute arising in connection with this competition must be accepted as final and legally binding in all respects, and acceptance of this rule is an express condition of entry. Employees of Odhams Press and their families are not eligible to compete.

20 BIG BULLETS' CHEQUES HEADED BY...

SIX HUNDRED POUNDS CASH

THIS WEEK ONLY CLOSING SAT. JUNE 17. PRIZE WIRE FRAMED

VALUABLE EXTRA AWARD
With every Cash Prize of 10/- & 2/6
To each prize of 10/- and 2/6 in this contest, "John Bull" will add a Bonus Award of a "Bullets" Season Ticket, entitling winner to a free entry weekly for ten weeks.

50 PRIZES OF £10 • 500 PRIZES OF 2/6 • 2000 RED SEAL TARGETS • 8000

FINE PRIZES FOR TWENTY ENTRANTS!

THIS is a "Plus" Week in *Bullets*. The First Prize has been increased by £100 to the splendid sum of £800 cash. The other chief prize-winners take cheques totalling over £275 instead of the usual £180. And all the winners of 10s. and 2s. 6d., 550 in all, will receive an extra prize saving them 5s. in entry-fees.

Spend a spare half-hour this evening on preparing some *Bullets* for this contest—the practice will give you a flying start in next week's race for a Giant Three-in-One Midsummer First, details of which are announced below.

To make a *Bullet*, you have only to add TWO, THREE or FOUR words of apt and original comment closely fitted to any of the *Examples*. Suppose, for instance, you had chosen the *Example FACE OF THE EARTH*; by adding the words *REFLECTING THOSE "FROWNING" FORTS*, you would complete a typical *Bullet*.

Before you start on your own efforts, study the good points of the winning *Bullets* on the opposite page. Then get down to making some winners yourself, and see that your entry reaches JOHN BULL by Saturday, June 17.

ADD 2, 3 OR 4 WORDS TO ANY OF THESE "EXAMPLES"

FACE OF THE EARTH
WHEN THEY WENT CRUISING
PLEADING POVERTY
THROUGH THICK AND THIN
FATHER'S PAYING, SO
NOW THE LAND LIES
FASTER—FASTER—FASTER
SWEAT OF HIS BROW
WITH MIGHT AND MAIN
STICKING AT NOTHING
THE PRODIGAL RETURNED, AND
TO PUT THINGS RIGHT
ACCORDING TO THE LANDLADY
SHARP AS A NEEDLE
DARRIED TOO FAR
FLOURISHING BUSINESS

OBVIOUSLY
A BIT TOO HOT
OUR HOUSE
LOVE'S DUE
DAY AND NIGHT
MEETING HER
GALLANTLY
LIKE A HORSE
NO MAN
HELPLESS
TURNING
WILFUL WASTE
THE NEWEST
RIVALS
MUST BE DONE
NO HOLIDAY

NEWSAGENTS' PRIZES. Cheques for £5, £2 and £1 respectively will be paid to the Newsagents from whom the winners of the three chief prizes in "Bullets" No. 588 usually purchase "John Bull."

SENSATIONAL "BULLETS" NEWS BEL (W)

POST THIS COUPON FOR FREE 3-IN-1 HELP!

TO the practical aid of *Bullets Bulletin* many competitors owe a huge success. Register for a free 12 weeks' supply by posting this coupon to-day and make sure of securing the greatly enlarged 3-in-1 issue, incorporating *Passing Show's Couplets Courier* and *John Bull's Crossword Gazette*.

I enclose P.O. value 6d. (crossed "& Co." payable to JOHN BULL) to cover postage on 12 consecutive issues of *Bullets Bulletin*, commencing with next available issue.

Name

Address

Post to "Bulletin" Dept., Odhams Press Ltd., 38, Bedford Street, London, W.C.2.

(Do not enclose this coupon with your "Bullets" entry.)

EXAMPLE	
BULLET	
EXAMPLE	
BULLET	
(898) P.O. No. _____ Closing SAT. June 17 I agree to enter in accordance with the rules announced on page 38. With 1 Coupon send P.O. for 6d.	Signed..... Address.....

"Bullets" must consist of TWO, THREE or FOUR words.

EXAMPLE	
BULLET	
EXAMPLE	
BULLET	
(898) P.O. No. _____ Closing SAT. June 17 I agree to enter in accordance with the rules announced on page 38. With 2 Coupons send P.O. for 1s.	Signed..... Address.....

Set down below the rough ideas which may lead to a big prize!

EXAMPLE	
BULLET	
EXAMPLE	
BULLET	
(898) P.O. No. _____ Closing SAT. June 17 I agree to enter in accordance with the rules announced on page 38. With 3 Coupons send P.O. for 1s. 6d.	Signed..... Address.....

Enter full name and address on each coupon.

EXAMPLE	
BULLET	
EXAMPLE	
BULLET	
(898) P.O. No. _____ Closing SAT. June 17 I agree to enter in accordance with the rules announced on page 38. With 4 Coupons send P.O. for 2s.	Signed..... Address.....

If you wish to send in further "Bullets" you can write them on plain paper.

Address Entry: "Bullets" No. 588, "John Bull," Long Acre, London, W.C.2 (Comp.)

The original cheque for £250 awarded to the First Prizewinner in No. 588 will be displayed at "Barker's Newsagency," Bensonfield Road, S. Lowestoft.

NEXT WEEK'S "BULLETS" LEVIATHAN
TRIP ROUND THE WORLD FOR TWO—A WEEK FOR LIFE—AND 1000 CASH



Don't worry about your hair—
give it a 'Harlene Hair-Beauty
Bath' TO-DAY.

'Harlene' Preparations are
famous throughout the World.

FREE

If you would like to test them
entirely FREE you may choose
any three and secure them
simply by posting the coupon.

1 'HARLENE' Hair-Grower and Tonic

'Harlene' is the most widely
used and most successful Hair
Grower and Hair Health Pro-
moter. It is the Hair's True
Liquid Food—the Champagne-
like Reviver of the Hair Roots—
the foe of all Hair Troubles. It is
perfectly marvellous how 'Harlene'
conquers and quickly overcomes

BALDNESS

Loss of Life
and Lustre,
Brittle
Splitting and
Weak Hair,
Scarf, Dandruff
and many other
forms of
Hair Trouble

All Chemists. Price 1/1½, 2/9 and
4/9 per Bottle.

2 'CREMEX' SHAMPOO

'Cremex' is the Queen of Shampoos
—unequalled for its cleansing power.
Free Burnishing Rinse Included. 1/6 per
box of 7 shampoos (single packets 3d. each)



Trial Samples of any 3 of the 6 Harlene Preparations described on this
page are offered to you FREE.

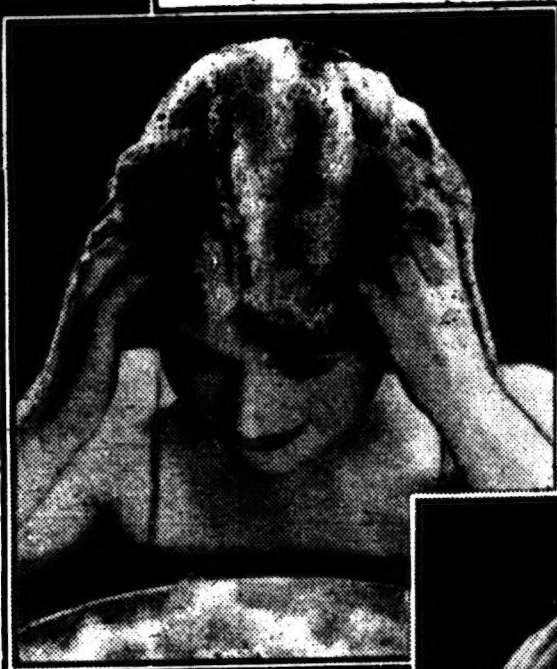
Wonderful Results From A "HARLENE" Hair Beauty Bath

Great FREE Offer To All!

EVERY woman who is fortunate enough to read
this announcement to-day is going to be envied
and admired by everybody
she meets.

Make your hair softer, more
lustrous, more gleamingly
entrancing than ever before—
give your hair a 'Harlene'
Hair-Beauty Bath to-day and
be amazed and delighted at
the glorious result!

Notice the added Beauty,
the glorious 'Vitality',
'silkeness' and 'life'—
notice how every tress of
hair is improved and
beautified!



Enjoy the delight of a 'Cremex'
Shampoo with its cleansing lather.

3 'UZON' BRILLIANTINE

Those who use a Brilliantine will find
none to equal 'Uzon'. Beneficial for
over-dry scalp. In Liquid or Solidified
form, 1/1½ & 2/9 per bottle, or 1/3
per tin.

4 'HARLENE' Wave-Setting Lotion

Keeps the Hair in wave for long
periods—protects against Fog, Mist,
Damp and even Sea Air. Saves £££'s
on Hair Waving Bills! Price 1/3 per
bottle. POPULAR SIZE 7½d.

5 'HARLENE' Camomile Golden Hair Wash

Produces that rare Ash-Blonde effect
and imparts a glorious Light Gold
'Sunshine' Touch to Fair Hair,
unbelievably fascinating and beautiful.
1/3, 3/- and 5/- per bottle.

6 'ASTOL' for GREY HAIR

If your hair is Grey you should use
'Astol', which quickly restores the
Hair to Youthful Colour—making you
look years younger. 3/- & 5/- per bottle.
POPULAR SIZE 1/9.

(Above)
Massage a
little 'Har-
lene' into
your scalp
—feel it
'tingle' with
pleasure.

(On Right)
Who would
believe that
such a glori-
ous result
could be so
quickly
attained? These
actual photo-
graphs PROVE
what a 'Harlene Hair-
Beauty Bath' will do.
Try it yourself
AT ONCE!

NOTE
Should any
of our Pro-
ducts fail to
give entire
satisfaction,
the price will
be refunded
within one
month of
purchase
under our
guarantee.

Instantly purchase from the
nearest chemist or stores a 3d
packet of 'Cremex' Shampoo
Powder and a 1/1½ bottle of
'Harlene' Hair Grower and
Tonic.

All You Have to Do!

Shampoo your hair with
'Cremex' Shampoo Powder.
Its creamy lather is super-
cleansing and highly bene-
ficial.

When your hair is dry
sprinkle a little 'Harlene'
on to the hair and massage
gently into the scalp with a
circular 'kneading' motion.
That is all! But 'Harlene'
acts as a 'Champagne-like
Tonic' to every hair-root—a
powerful Revitaliser of
every Hair shaft.

Every woman must give her hair
a 'Harlene' Hair Beauty Bath.
There is no time for delay if you
wish to enjoy greater Hair Beauty
and greater personal charm.

HAVE HAIR LIKE THIS

Start
At
Once
To Use
HARLENE
HAIR
GROWER
and TONIC



SAMPLE COUPON

On receipt of this coupon (Postage 1½d.) and fourpence in stamps
to cover postage and packing a set of any 3 'Harlene-Hair-Drill'
samples and a Manual of Instructions will be sent to any address
in the United Kingdom. Attach coupon to sheet bearing your
name and address and state which numbers are required.
EDWARDS HARLENE Ltd. (H.985), 29/26, LAMB'S CONDUIT ST., London, W.C.

T.C.B.